K&B
PROJE PAZARLAMA

REAL ESTATE PROJECT MARKETING CONSULTANCY

We build your project's sales equation from start to finish.

K&B Proje Pazarlama is an independent consultancy that manages the entire sales and marketing process of residential, villa, shop and office projects: from planning to handover, then remaining-stock sales, leasing and portfolio management after handover.

30+
YEARS OF EXPERIENCE

18
PROJECTS IN OUR PORTFOLIO

5
SERVICES, ONE ROOF

ABOUT US

“Sustainable benefit for everyone”

We were founded through the collaboration of two of the most experienced professionals in the sector. Shaped by integrity and passion for the work, our approach treats profitability, customer satisfaction, sustainable development and environmental awareness not as conflicting concepts but as one. In every project we work with the understanding that “we are not just selling people a product; we are opening a door to a new life for them.”

01 Benefit to **Project developers**

02 Benefit to **Customers who buy property**

03 Benefit to **Our employees**

04 Benefit to **Our company**

05 Benefit to **Nature and future generations**

06 Benefit to **Our state**

We don't stop at the sale.

In residential and commercial alike: from sales through post-handover leasing and portfolio management, end to end.

OUR SERVICES

From feasibility to portfolio management, under one roof

01 Project Development & Planning

- Residential stock and price analysis
- Analysis of local demographics and legal conditions
- Needs assessment
- Architectural design support and development of the project mix

02 Sales Management

- Setting up the sales office
- Building the best sales team
- Planning and delivering training for continuous development
- Real-time tracking of competitors and market prices

03 Marketing Strategy & Branding

- Preparing the marketing plan and brand positioning with the right budget
- Identifying and coordinating marketing stakeholders
- Creating the corporate identity
- Creating and using the website and other marketing tools

04 Legal Services

- Ensuring compliance with the applicable legal regulations in all processes
- Preparing and using legal documents involving third parties
- Carrying out sales contracts, title deed transfers and property handovers together with the contractor

05 Leasing and Portfolio Management

- Sales of Remaining Inventory After Handover
- Leasing Services
- Portfolio management
- Experience with business centres, shopping centres and commercial units

OUR APPROACH

An integrated project marketing approach

1 Market Analysis — 2 Concept — 3 Pricing — 4 Marketing & Brand — 5 Sales Management — 6 Legal & Support

END-TO-END EXPERIENCE

Residential and commercial, we are with you

We carry the experience gained from the sale, leasing and portfolio management of shops and offices at Sentez Merter Business Center into residential projects as well. We don't stop at the sale; we stay with you after handover.

Residential

1. Project planning and pricing
2. Sales office and sales management
3. Sale of remaining stock after handover
4. Leasing and portfolio management

Business · Shopping centres

1. Positioning and sale of shops and offices
2. Tenant mix and leasing
3. Occupancy and rent tracking
4. Portfolio management and reporting

REFERENCES

Selected projects we have worked on

IN PROGRESS

Ala Çamlıca Konakları 2	Üsküdar · 70 Residences
Ala Çekmeköy Orman	Çekmeköy · 70 Residences
Ala Çekmeköy Nefes	Çekmeköy · 72 Residences
Yeni Eyüp Evleri 1 ve 2	Eyüpsultan
Ala Kandilli Konakları	Kandilli, Üsküdar · 45 Residences
Sentez Merter	Güngören · 247 Shops and Offices

COMING SOON

Ala Beykoz	Beykoz
Beylerbeyi	Beylerbeyi, Üsküdar

DELIVERED

Prava Kartal	Kartal · 186 Residences
Mod İstanbul	Kağıthane · 117 Residences
Resim Modern	Kağıthane · 335 Residences
Resim İstanbul	Sancaktepe · 1,394 Residences
Yeni Nesil Eyüp	Eyüpsultan · 222 Residences
Güneşli Express	Bağcılar · 158 Residences
Selective Port	Pendik · 320 Residences
Ataşehir Modern	Ataşehir · 979 Residences
Toskana Orizzonte	Büyükçekmece · 187 Villas
Selin Evleri	Esenyurt · 240 Residences

FOUNDING PARTNERS

Experience and Integrity, Working Together



Baturhan Başkurt

FOUNDING PARTNER

Since 1988 he has held sales and marketing roles at corporations including Şişecam, Efes Pilsen, British American Tobacco Türkiye, Areas Proje Pazarlama and Emlakjet. In real estate since 2008: premium property sales and leasing along the Bosphorus, project management roles, and senior management in sales to foreign buyers.



Kudret Hazer

FOUNDING PARTNER

He began his working life in 1986 in the family automotive business. In real estate project marketing since 2012, he has managed the sales and marketing of many important projects and, in recent years, has focused on developing effective, lasting models for selling real estate to foreign buyers.

Let's discuss your project.

From feasibility to post-handover management, let's solve the sales and marketing equation together.

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