



Huttons

SINGAPORE'S LARGEST
PRIVATE REAL ESTATE AGENCY

TUESDAY
1.30PM - 3.30PM

LEVEL 5
LEARNING HUB

WHO ARE THE BUYERS

WHERE TO FIND THEM

HOW TO CONVINCE THEM TO ACT



UNCOVERING THE HIDDEN GEM

— OF STRATA LANDED —



Belgravia Ace is more than just a home.
It's an opportunity your buyers
will thank you for.



WHO
ARE THE BUYERS?

Know the target audience
profiles most likely to
appreciate strata landed living
and what motivates them.



WHERE
TO FIND THEM?

Discover where to prospect
and uncover potential
Belgravia Ace buyers already
in your existing database.



HOW
TO CONVINCE
THEM TO ACT?

Master the positioning, key
angles and winning conversations
that turn "let me think about it"
into "let's do it."



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DON'T JUST SELL A HOME.
SELL THE STRATA LANDED LIFESTYLE.

See you there!

Follow us on social media



UNCOVERING THE HIDDEN GEM OF STRATA LANDED

BELGRAVIA ACE

A SALES-CONVERSION SESSION
BUILT AROUND THREE QUESTIONS:
WHO is the buyer.
WHERE do you find them.
HOW do you move them to action.

WHO THE BUYER IS

WHERE TO FIND THEM

HOW TO MOVE THEM

THE OPENING QUESTION

How many of your buyers want landed living... but are not buying landed?

They talk about space, privacy, a garden, room for the family to grow — then buy another condo. The desire is real. The usual options don't fit.

Your next Belgravia Ace buyer may already be in your database.

SPACE

PRIVACY

LIFESTYLE

MULTI-GEN

ASPIRATION

One session, three questions

Today's briefing is built as sales training, not a product talk. It answers three questions in order.

- 01 **THE HIDDEN GEM** why strata landed deserves another look
- 02 **WHO** identify the Belgravia Ace buyer
- 03 **WHERE** find them in your own network
- 04 **HOW** open the conversation, position the project
- 05 **THE BATTLE OF CHOICES** traditional landed, Luxus Hills, objections
- 06 **GET THEM TO ACT** urgency, closing, the next step
- 07 **THE 10·10·3 CHALLENGE** leave with a call list, not a mood

2-HOUR SESSION

INTERACTIVE

ROLE PLAY

ACTION PLAN

03 / 30



PART 01

The hidden gem

Why strata landed deserves another look — and why most of your buyers have never seriously considered it.

STRATA LANDED

SPACE

LIFESTYLE

PRIVACY

Start with why buyers want landed at all

Put the question to the room before you answer it. The reasons are emotional, not technical.

SPACE

room for children, storage, entertaining

LIFESTYLE

garden, gatherings, a slower rhythm

ASPIRATION

landed remains a status marker

HOSTING

family and friends on your terms

PRIVACY

no shared walls, no lift-lobby small talk

MULTI-GEN

parents and children under one roof

BEDROOMS

more rooms, real flexibility

FREEDOM

a home that finally feels like yours

ASK THE ROOM FIRST

EMOTIONAL DRIVERS

EIGHT REASONS

AI generated furnishing

Then ask what stops them from buying it

The barriers are practical — and each one is exactly what strata landed answers.

- 01 Price of entry
- 02 Location trade-offs
- 03 Maintenance burden
- 04 Age and condition of older stock
- 05 Renovation cost and time
- 06 Security concerns
- 07 No shared facilities

“What if you could fulfil the emotional reasons they want landed — without requiring them to buy conventional landed?”

Strata landed sits in the sweet spot

Position Belgravia Ace as the alternative your buyers may never have considered.

CONDO

convenience and facilities — but limited space

STRATA LANDED

space, privacy, facilities and managed living

TRADITIONAL LANDED

land and independence — with price and upkeep

Don't sell the property category first.
Sell the lifestyle solution.

CONDO

STRATA LANDED

LANDED

THE UNCONSIDERED ALTERNATIVE

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Organise the product around buyer benefits

SPACE — multiple levels, real bedrooms, room to grow

LIFESTYLE — the landed rhythm without the landed upkeep

PRIVACY — your own entrance, your own walls

FACILITIES — pool, gym and grounds, maintained for you

COMMUNITY — a managed neighbourhood of like-minded families

CONVENIENCE — lock-up-and-go, without the condo compromise

Rule for the room: feature → so what? → which buyer. If a specification can't complete that chain, leave it out of the conversation.

FEATURE

SO WHAT

BUYER

SIX PILLARS

PART 02

Who is the buyer?

Six personas are already sitting in your database. The skill is recognising them.

SIX PERSONAS

LIFE EVENTS

YOUR DATABASE

Six buyers to look for

01 Condo upgrader

the family has outgrown the condo and wants substantially more space

02 Landed aspirer

wants the landed lifestyle — conventional landed doesn't quite work

03 Multi-generation family

parents and children who need space without losing privacy

04 Right-sizing landed owner

wants easier to manage, keeps the landed feel

05 Large family / space seeker

bedrooms, work-from-home, helper, storage, entertaining

06 Lifestyle buyer

values privacy and space, still wants facilities and security

MATCH FEATURES TO PERSONAS

SELL TO A NAME, NOT A CROWD

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Don't look for "Belgravia buyers". Look for life events.

Your database is full of people whose home no longer fits their life:

- Another child on the way
- Working from home
- Considering landed
- Wants more privacy
- Substantial equity built up
- Parents moving in
- The condo feels too small
- Viewing large condos
- Needs more bedrooms
- Selling — or just sold — a home

Stop asking who wants Belgravia Ace. Start asking whose home no longer fits their life.

LIFE EVENTS

TIMING SIGNALS

WARM, NOT COLD

PART 03

Where do you find them?

Start with the network you already have — before you spend a dollar reaching strangers.

DATABASE

CHANNELS

ACTIVATION



Your first hunting ground is your own database

- Past buyers
- Old leads
- Large-condo enquiries
- Investors and owners
- Past sellers
- Landed enquiries
- Growing families
- Dormant leads

"If I gave you 30 minutes right now, could you name 10 people who fit one of these profiles?"

30 MINUTES

10 NAMES

START HERE

Mine your contacts like a search engine

Run these searches across your phone, your CRM and old chat threads.

Then review every enquiry that never converted.

LANDED

5 BEDROOM

BIG UNIT

PARENTS

OWN STAY

UPGRADE

SPACE

TERRACE

Leads you considered dead may simply have been shown the wrong solution.

PRACTICAL EXERCISE

REQUALIFY OLD LEADS



Seven channels. Activate one today.

- 01 Existing database
- 02 Landed enquiries
- 03 Condo upgraders
- 04 Social media and content
- 05 Referral network
- 06 Belgravia owners and residents
- 07 Neighbourhood prospecting

PICK ONE

ACTIVATE TODAY

AI generated people

Don't start with Belgravia Ace

~~"Hi, I have this strata landed project..."~~

~~"Are you still looking for something bigger?"~~

~~"Have you considered landed living?"~~

~~"What's stopping you from moving into landed?"~~

~~"If you could have the space and privacy without the compromises, would you explore it?"~~

Diagnose first. Present second.

QUESTIONS BEFORE PROJECT

OPENERS, NOT PITCHES

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Sell the gap

Every conversation lives between two columns. Make both explicit.

WHAT THEY HAVE NOW

An apartment

Limited space

Shared walls, density

A growing family

Compromise

WHAT THEY WANT

A landed feeling

Room to grow

Privacy

Space for everyone

A lifestyle upgrade

Belgravia Ace is the bridge between the two columns — position it there, in their words.

POSITION THE BRIDGE

THEIR WORDS, NOT YOURS

17 / 30



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The conversation framework

ASK

what does the buyer really want?

UNCOVER

what's wrong with their current situation?

POSITION

connect Belgravia Ace to that specific problem

PROVE

show why the proposition makes sense for them

ACT

give them a reason to take the next step

ASK

UNCOVER

POSITION

PROVE

ACT

PART 05

The battle of choices

Your buyer isn't deciding whether Belgravia Ace is good. They're deciding whether it's better for them than the alternatives.

TRADITIONAL LANDED

LUXUS HILLS

OBJECTIONS

"Traditional landed is better." Better for whom?

Never attack traditional landed — for some buyers it is the right answer.
Your job is to discover what this buyer actually values.

LAND & CONTROL traditional landed leads — title, rebuild freedom, alteration

PRIVACY & SPACE both deliver — in different expressions

FACILITIES & SECURITY strata landed leads — built in and managed

UPKEEP strata landed leads — managed, lock-up-and-go

COMMUNITY strata landed leads — a managed neighbourhood

Don't defend strata. Diagnose the buyer.

DIAGNOSE, DON'T DEFEND

20 / 30



The killer question

"You absolutely can buy landed. Can I ask — what is it about landed that you really want?"

"I want space." → compare space and functionality

"I want privacy." → talk about the living environment

"I want land." → a different buyer — don't fight them

"I'm done with condo living." → your strata-landed buyer

"It's for my family." → explore what that actually means

Then listen. This is where the sale begins.

LISTEN FIRST

THE ANSWER TELLS YOU HOW TO SELL

THE SIGNATURE QUESTION

Are you buying land — or landed living?

Some buyers fundamentally want to own land. Others want the experience of landed living.

They are not the same buyer — and Belgravia Ace doesn't need to win the first group.

If someone wants to rebuild, extend, control every renovation and hold the land itself, say so honestly: traditional landed is their answer.

CREDIBILITY WINS BUYERS

CHOOSE THE RIGHT BUYER

Where does your buyer actually belong?

CONDO convenience and facilities

STRATA LANDED space, privacy, facilities and managed living

TRADITIONAL LANDED land, independence and control

When you hear "I want landed space, but I still want facilities, security and a managed environment" — now you have a conversation.

Don't sell strata landed as a compromise. Sell it as a deliberate lifestyle choice.

SUITABILITY OVER SUPERIORITY

AI generated people

"Why not Luxus Hills?" Don't compare until you qualify.

Ask what appeals to them first. The answer — price, tenure, location, size, landed status, layout, potential, emotion — tells you what you need to beat.

AGREE "Luxus Hills is definitely worth considering." Resistance drops.

ASK "What would be the deciding factor for you?"

COMPARE only the factor the buyer cares about — never twenty differences

REFRAME "Which one gives your family more of what you want?"

Never repeat a comparison claim you haven't verified against actual project facts.

24735
AGREE

ASK

COMPARE

REFRAME

The battle card

One page the team builds together — later a single WhatsApp image. Fill every row with verified facts, never guesses.

- Property type
- Age and condition
- Land and strata area
- Bedrooms
- Facilities
- Maintenance
- Move-in condition
- Family suitability
- Tenure
- Entry price
- Usable space
- Parking
- Security
- Renovation needed
- Lifestyle
- Exit and resale

BEST SUITED FOR... the row that actually sells

Don't win the property argument. Win the buyer.

VERIFIED FACTS ONLY

ONE PAGE

TEAM-BUILT

Handle objections in four moves

The objections you'll hear — none of them need a canned reply:

WHY STRATA LANDED?

WHY NOT LANDED?

WHY NOT A BIG CONDO?

I WANT TO WAIT

LET ME THINK ABOUT IT

IT'S TOO EXPENSIVE

UNFAMILIAR LOCATION

ACKNOWLEDGE never argue with the objection

QUESTION find what's underneath it

REFRAME connect it to what they value

CLOSE move to the next step

"Why not just buy landed?" → "Absolutely — landed could be an option. What are the three things you want most from landed living?"

NO CANNED REPLIES

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"Let me think about it." Think about what, exactly?

Never accept the surface objection. It usually means one of these: price · timing · spouse · an alternative property · financing · fear · not enough value.

"Of course. Just so I understand — what's the main thing you still need to be comfortable with before deciding?"

CREATE REASONS TO ACT

Clarity plus a reason — never pressure. Why this property, why this buyer, why now, what happens if they do nothing, and what the next low-friction step is. The goal is not "buy now". It is "let's take the next step."

SURFACE THE REAL OBJECTION

CLARITY, NOT PRESSURE





Role play: three buyers

Practice scenarios — groups of three, 15 minutes.

BUYER A family in a condo, two children, considering an upgrade

BUYER B has viewed landed for months, nothing suitable yet

BUYER C landed owner, wants something easier to manage

For each buyer, answer five questions: who are they, what's the pain point, how do you open the conversation, which Belgravia Ace angle do you use, and how do you get them to the next step?

PRACTICE SCENARIOS

FIVE QUESTIONS EACH

THE IMMEDIATE ACTION PLAN

10 · 10 · 3

10 POTENTIAL BUYERS identified from your own database tonight

10 CONVERSATIONS started in the days right after this session

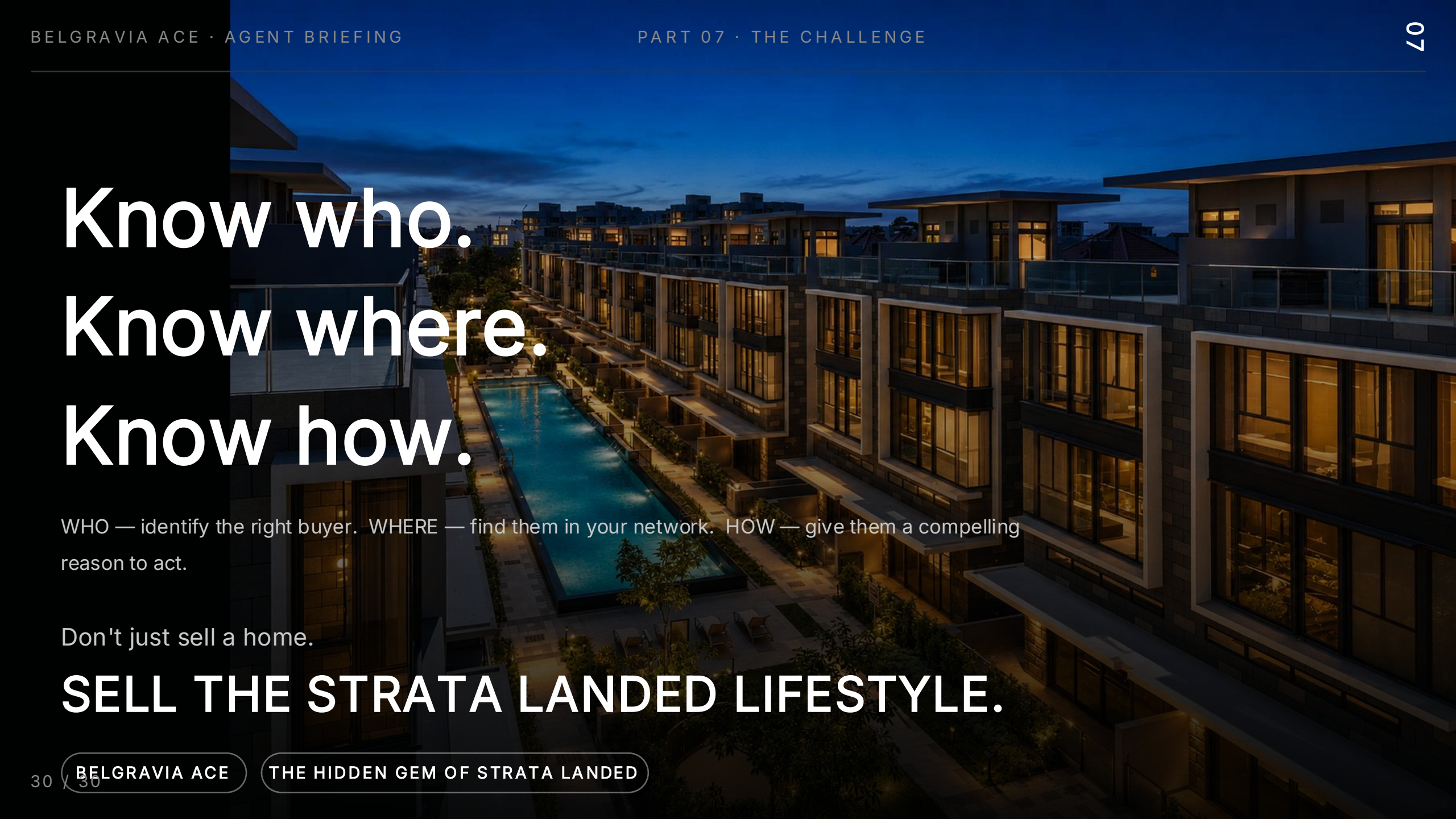
3 QUALIFIED PROSPECTS invited to experience Belgravia Ace

Don't leave thinking "that was interesting". Leave knowing exactly who you're going to call.

START TONIGHT

29 / 30





Know who. Know where. Know how.

WHO — identify the right buyer. WHERE — find them in your network. HOW — give them a compelling reason to act.

Don't just sell a home.

SELL THE STRATA LANDED LIFESTYLE.