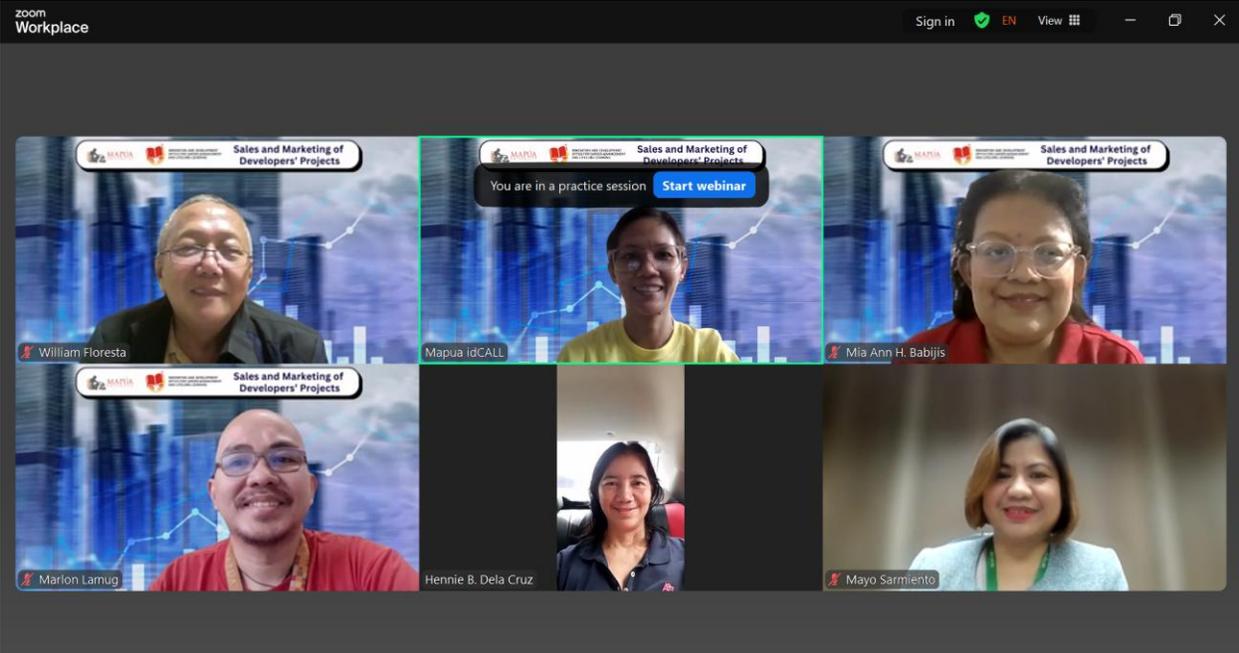




Title:	Sales and Marketing of Developers' Projects
Schedule:	August 1, 2025 at 2:00 - 3:00 PM
Speaker	
Mr. WILLIAM LEE FLORESTA	William Lee Floresta is a licensed real estate appraiser, real estate broker, and real estate consultant. Among his wide-ranging specializations are sales and marketing management, digital marketing, appraisal report writing, and consulting for specific engagement. He was given the Fellow in Real Estate Management Award by the PHILCORE and FIABCI-Philippines. William currently serves as a faculty member of Golden Olympus College Tarlac, and a real estate consultant for Swift ELM Tree & Co. Inc. He is leading realty service company 168 Haus Inc. as a President and CEO.
Topics Discussed:	<p style="text-align: center;">Major Topics:</p> <ul style="list-style-type: none"> - Real Estate Project Marketing - Branding and Positioning - Marketing Strategies for Pre-selling <li style="padding-left: 20px;">- Sales Management - Customer Relationship Management - Project Launch and Post Sale Strategies
Total Registration :	MS Forms = 108 pax
	Zoom= 55
Total Viewers:	FB Live = 367 views



zoom Workplace Webinar William Floresta's screen Recording... EN View




Sales and Marketing of Developers' Projects

Beyond the Billboard, Into the Buyer's Mind

"Marketing isn't just ads. Selling isn't just closing. Real project success is strategy."

Presented by:

Consultant WILLIAM FLORESTA
 Real Estate Practitioner & Educator
 Real Estate Consultant, Appraiser, Broker,
 PRC Accredited Lecturer
 PAREB National President 2017





Free Webinar

SALES AND MARKETING OF DEVELOPERS' PROJECTS

July 25, 2025
2:00 - 3:00 P.M.

Major Topics

- Real Estate Project Marketing
- Branding & Positioning
- Pre-selling Strategies
- Sales Management
- Customer Relations
- Launch & Post-Sale Strategies

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