

## SOP

### Marketing Ranking of Realtors / Business Partners

1. **Gen.** Marketing is collective responsibility of DHA and its business partners as both share the dividends. To boost DHAM's message across masses, there is a need to take our business partners' in the marketing loop. Real estate agents are working as our representatives in market. They have been conducting various marketing activities to boost their sales but there is a requirement to pursue them for their contribution in marketing segment collectively. In this regard, marketing ranking system is being introduced to recognize the efforts of our business partners on monthly basis who's results / ranking will be displayed on website by adding new tab.

2. **Aim.** To lay guidelines for working out methodology for annual and monthly marketing ranking of our registered dealers.

### 3. **Marketing Evaluation Segments**

- a. Outdoor Boards / hoardings
- b. Digital Screens (SMD)
- c. Digital Steamers
- d. Digital Media

4. **Outdoor Boards / Hoardings.** 5 x points will be awarded for displaying DHA related material on 1 x hoarding board (size 60'x20') for the period of one month on any of the following key locations: -

- a. **Mtn**
  - (1) Cantt area
  - (2) Tehsil Chowk
  - (3) Katchery Flyover
  - (4) KFC Chowk
  - (5) Pizza Hut Road (Gulgasht)

- b. **Lhr**
- (1) M-2 near Ravi Toll Plaza
  - (2) Rahat Bakers / Fortess
  - (3) DHA Lhr Ph-5,6 & Y Block
  - (4) Ring Road

- c. **Isb / Rwp**
- (1) Roomi Park
  - (2) Ayub Park
  - (3) Golra Mor
  - (4) Katchery Chowk
  - (5) DHA Ph-2
  - (6) Gulberg Green

d. Any other location approved by Mkt Branch.

5. **SMDs.** 5 x points will be awarded for displaying DHA related material on SMD for the period of one month (400 times) on any of the following key locations: -

- a. **Mtn**
- (1) Bosan Road
  - (2) Pizza Hut Road (Gulgasht)

- b. **Lhr**
- (1) DHA Lhr Ph-5& 6
  - (2) DHA Lhr Y Block
  - (3) Ring Road

- c. **Isb/Rwp**
- (1) Ammar Chowk
  - (2) Katchery Chowk
  - (3) Gulberg Green / Expressway

d. Any other location approved by Mkt Branch.

6. **Digital / Fixed Steamers.** 2 x points will be awarded for displaying DHA related material on fixed steamers for the period of one month and for digital steamers for the period of one month (400 Times) on minimum 8 x steamers on any of the following key locations: -

- a. **Mtn**
- (1) Bosan Road
  - (2) Pizza Hut Road (Gulgasht)

- (3) Airport Road
    - (4) Sadar Bazar / Cantt Area
  - b. **Lhr**
    - (1) DHA Lhr Ph-5& 6
    - (2) DHA Lhr Y Block
    - (3) Ring Road
  - c. **Isb/Rwp**
    - (1) Sadar / Cantt Area
    - (2) DHA -2
    - (3) Expressway
  - d. Any other location approved by Mkt Branch.
7. **Digital**
- a. 2 x Additional points for DHAM Development / features based video of good qlty duly posted on all respective Social Media platform.
  - b. Realtors will spent min Rs.50,000 for Paid Sponsorship for above mentioned video on Facebook or youtube or any other digital medium.
8. There will be no upper limit.
9. **Construction Activity / Villa Sale** . Any dealer who starts the construction of house / Com Building, he will intimate to Marketing Branch. When construction unit ground floor roof is done, dealer will qualify for 5 Marks which be included for ranking of same month. Any specific sector may be given 5-10 marks,
10. **Coordinating / Miscellaneous**
- a. Business Partners will inform DHAM Marketing Branch in writing prior to display so that his display / marketing collateral can be monitored for awarding the points.
  - b. Points will be awarded after completion of minimum one month tenure.
  - c. **“Dealer of the month”** will be declared basing on above criteria, its performance award will be displayed on all digital platforms.
  - d. Monthly performance board will also be displayed at marketing Site office Mtn, Lahore & Islamabad Sub-offices.
  - e. Any other location may be selected by the Realtors after coordinating with Marketing Branch.
  - f. Business Partners will submit weekly tracking for one month.

- g. Board / steamers may be installed with DHA and its location can be coordinating for qualifying the marketing points.
- h. **Marketing and Transfers Raking Relationship.** Dealer securing “Zero” will not be considered / included in ranking criteria of Transfer Branch being **Un-qualified**. Minimum 5 x marketing points will be required to qualify for Transfer ranking. Both Marketing and Transfer Branch will hold meeting before finalization of respective ranking. Any dealer whose transfer per month is less than 5, he will not be considered for marketing ranking.
- i. **Yearly Award of Certificate and Cash Prizes.** At the end of year, overall performance of dealers will be determined on the basis of monthly performance / points obtained and certificate alongwith cash prizes will be awarded to Top three position holders of the year.