

MEMO: 029

To: All Team Members

From: Training and Business Development Group

Date: July 1, 2025

Subject: Introduction of *Project Digest* – Bite-Sized Project Presentations

We're excited to introduce a new initiative from the Training and Business Development Group, designed to enhance the way we present our real estate projects to both clients and potential buyers. This project reinvents our traditional full-length presentations by transforming them into bite-sized video versions.

Project Digest is a 3-minute video format that provides a clear, engaging snapshot of each property, highlighting key features and selling points in a way that aligns with today's fast-paced, digital world. These videos are also optimized for **social media sharing**, making it easier than ever to broaden the reach of our sellers and bring greater visibility to their listings.

This new format aims to:

- Increase client engagement across platforms
- Provide a quick and compelling overview of each opportunity
- Support sellers with more dynamic and accessible marketing content

We are confident that Project Digest will add significant value to our presentation and marketing strategies.

Please stay tuned for the official launch of this program this month of July 10, 2025, where full details will be shared. The content with high resolution format will be readily available for download as soon as we go live.

Thank you for your continued support and enthusiasm.

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