

Star Marketing

Brand leader of real-estate marketing

Star Marketing is a team of dedicated and talented professionals with an experience of more than three decades in the field of real estate marketing. With offices operating in more than a dozen cities of Pakistan, Star Marketing is rated as a brand leader in the field of real estate property trade in Pakistan, which is a testimony to its reputation and dedication.



Star Marketing offers a wide array of quality property investments ranging from residential and luxurious to commercial options which include homes, villas, apartments, flats, farm houses, residential plots and commercial plots in nearly all major cities of Pakistan.

Star Marketing specializes in an extremely qualified and personalized service tailored to each client's requests and needs. In order to serve these needs, the company constantly evaluates properties and reviews the real estate market to maintain complete knowledge of the country's real estate market to ensure that its client/customer's proposals are always in sync with the going market rates. For the benefit of its customers, Star Marketing also provides real estate and property consulting services and maintains complete databases of its prime properties and projects in all cities of Pakistan.

Star Marketing, the pioneers of scientific real estate marketing in Pakistan, have launched successful residential projects in Gwadar which have proved to be very popular amongst the buyers. Emerging as one of the fastest growing professional marketing concerns of Pakistan, Star Marketing (Pvt.) Ltd. is now considered as the true market leader of innovative real-estate marketing.

With a vastly experienced and qualified team of successful marketing and advertising practitioners, Star Marketing (Pvt.) Ltd. has developed a highly sound reputation and an outstanding track record of success. In fact, the company enjoys the honour of establishing the Real Estate Marketing sector in Pakistan.

With its truly innovative style of marketing, Star Marketing (Pvt.) Ltd. has a number of successful residential and commercial projects throughout Pakistan to its credit. Immaculate designing of marketing concepts and flawless implementation of promotional strategies has made Star Marketing (Pvt.) Ltd. a true brand leader with a wealth of expertise and experience. Serving a vast array of prestigious clients for a number of years, Star Marketing (Pvt.) Ltd. specializes in cutting-edge

marketing in the real estate sector. Through its highly targeted, compelling and results-driven marketing campaigns, the Company has developed innovative and modern solutions to the real-estate industry.

The first hugely successful residential scheme presented by Star Marketing in Gwadar was S.N. Sahil Housing Scheme. Star Marketing, in fact, introduced the people of Pakistan to the immense potential of Gwadar, where the plan to generate billions of dollars in port and trade revenue was entering the final phase. Gwadar seemed poised to change the destiny of Pakistani people by ushering the country in a new era of socio-economic development. S.N. Sahil Housing Scheme became the first successful residential scheme of this fast growing city and all plots in this housing scheme were booked within a few days because Star Marketing had devised a special strategy to provide prime plots at highly reasonable prices.

After this phenomenal success, Star Marketing launched Sun Silver City, one of the city's best housing schemes specifically designed for the Pakistani community. Approved by the Gwadar Development Authority, this scheme was a sound investment as well as a wonderful opportunity to plan the future.

Star Marketing has plans to bring new residential schemes in Karachi, Lahore, Islamabad, Faisalabad, Qujwalah, Peshawar and other major cities of the country in the near future. As usual, all residential schemes of Star Marketing will offer prime property to the people at highly affordable rates. The schedule of payment will be very easy and the location would be absolutely wonderful.

The most important aspect of a good property is its location. We've all heard that location is the most

important thing about a property, but why is that true? You can demolish or add onto the house or maybe even pick it up and move it (although that's expensive and often not feasible), but you can't pick the land up and move it. It's the land that gives the property its location, and location is the only thing about a property that you can't change. It determines how the property can be used (zoning), visibility and accessibility to public utilities, and it has a positive or negative effect on value based on the surrounding properties.

A corollary of this principle is that the property's inherent value increases if the property can be used by many potential buyers or categories of buyers.

Ultimately, buyers determine what a property is worth, but an offer is much more than just price. It's a set of scales with price on one side and terms and conditions on the other. The real value of any property is the price a buyer is willing to pay in exchange for terms and conditions.

Property investment requires you to learn how to select and excel in being a property owner, so that you maximize your returns on investments. Real estate investment is one of the oldest forms of wealth building. It is always better to be a part of larger portfolio of investments to balance your risk. Real estate market may increase slightly over a time and may even drop a little during a property slump, but any how this is marginal. That is why banks over time had created a different type of loan for real estate called mortgage.

A bargain property offers will offer

the option for investors to purchase a property as the development work has just started. This in turn helps the investors as they would usually be able to purchase the property at a lower rate with favorable payment options. As the stock market around the globe would have lost their appeal, the excess money in people's capital has been coming into worldwide real estate at a rate never previously experienced. Because of this fact it is common for real estate investors to enter into off plan property purchase; we could list out many of the advantages of investing in off plan property.

Pakistanis find many reasons why investing in real estate is more safe and more profitable. It grows instead of dwindling. First thing to notice in real estate investing is that if you look at real estate market as a perfect timeline compared to stock market then you would notice that real estate has a growth line with few major fluctuations. On the other hand, the stock market actually has high points and valleys, which ranges from quick highs to sudden drops. It is quite hard to look at the timelines of other types of investing, that is currency investing, mutual funds, buying gold and silver and much more, but one thing is very clear: today no market is as safe and profitable as investing in real estate market.

If you plan to buy a plot in any where, congratulations! Real estate is still the best long term wealth building asset available today, despite what the manic media would have you believe. The media has made people fearful of owning real estate ownership. Ask someone that bought a home in 1990 if they're glad they did. You have are making an attempt to build financial freedom. All that is required is patience. Remember that even 3% appreciation in real estate is equivalent to 30% appreciation on your money at 10% down.

With the development of private property ownership, real estate has become a major area of business. Purchasing real estate requires a significant investment, and each parcel of land has unique characteristics, so the real estate industry has evolved into several distinct fields. Specialists are often called on to valuate real estate and facilitate transactions.

There are many gurus out there that contend that real estate is a purchase where you cannot lose money. Although this is false, there are a number of advantages to investing in real estate. The biggest factor in marketability of an investment is supply and demand. The first big advantage is that it is an extremely expensive product.

Each sale you make generates more profit potential for this reason. Local advantage is rarely discussed but it stands to reason that you know your neighborhood better than a real estate investing expert would if they were in another part of the world. This creates an advantage the beginner can exploit in his market.

The bulk of the world's assets are in real estate.

Real estate investment can be attractive if viewed as a business opportunity; it can generate rental income, using it as collateral to secure a loan for a business venture, to offset otherwise taxable income through cash savings on tax-deductible interest loss, or simply from the profits garnered from its resale. Notable, in this context is the gains reaped by real estate speculators who trade in real estate futures (by buying and selling purchase options).

Many schemes of Star Marketing offer you to own a piece of prestigious land in the fastest growing city of Pakistan. Gwadar is located on the southwestern coast of Pakistan, close to the Strait of Hormuz on the Persian Gulf. More than 13 million

billions of oil pass through the Strait. It is strategically located between three increasingly important regions: the oil-rich Middle East, heavily populated South Asia and the economically emerging and resource-laden region of Central Asia.

The Pakistani Government has initiated several projects, with majority financial and technical assistance from China, to develop Gwadar's strategic location as a goods transit and trade point. The primary project is the construction of a deep-sea port at Gwadar to enable high-volume cargo movement to and from the landlocked Central Asian states. The new port will also encompass conversion facilities to allow for the movement of natural gas as a part of plans for the Turkmenistan-Afghanistan-Pakistan natural gas pipeline. The secondary project is a coastal highway connecting Gwadar to Karachi, whose \$200 million cost will be completely financed by the Chinese. Gwadar will serve as a port of entry for oil and gas to be transported by land to the western regions of China. Gwadar has been promised sovereign guarantee for use of the ports.

The significance of Gwadar is great

to both Pakistan and China. Pakistan will be able to have a strategic depth southwest from its naval base in Karachi that has long been vulnerable to blockade by the Indian Navy. China is going to be the beneficiary of Gwadar's most accessible international trade routes to the Central Asian republics and Xinjiang. By extending its East-West Railway from the Chinese border city of Kashi to Peshawar in Pakistan's northwest, Beijing can receive cargo to and from Gwadar along the shortest route from Karachi to Peshawar. The rail network could also be used to supply oil from the Persian Gulf to Xinjiang. Pakistan's internal rail network can also provide China with rail access to Iran.

The government declared Gwadar port a "Special Economic Zone" in 2003-2004 and announced that all banks will open their branches, five star hotels will be built, offshore banking will be started, factories, warehouses and storage will be set up, the tourism industry will be promoted in the area, an export processing zone will be set up, making Pakistan a very attractive place for investment.

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Green Acres: a project you will love to live in

The Green Acres Housing Scheme has attracted attention of buyers from not only Mardan in the NWFP but all over Pakistan. Overseas Pakistanis too are showing keen interest in this scheme. There are several reasons for this.

One major reason is that a residential scheme of international quality is being seen in Mardan. The Green Acres Housing Scheme has been planned thoughtfully and carefully. Modern town planning is attracting everybody's attention. Another reason is that the marketing of this quality housing scheme is being done both at national level as well as international level. The most dependable and reputable property marketing company, Star Marketing, has taken the responsibility for the marketing of the Green Acres Housing Scheme.

However, the most important reason for the popularity of the Green Acres Housing Scheme is that it satisfies the nation's residential needs. In these times when plots and property are becoming costlier day by day and the buying power of people is becoming lesser and lesser, it is a relief that this Mardan housing scheme is providing the people with a golden opportunity - one the likes of which have never been seen before.

To make things simpler for the people, the Green Acres Housing Scheme will be providing 140-sq-yd plots at affordable price of Rs8.99 lac. After the booking, allocation, confirmation and start of work are over and the buyer has paid 10 monthly installments, the plot will be handed over to its owner even though all the installments have not been paid. This will help the buyer to start construction on his/her plot just after the payment of Rs4.99 lacs. The remaining amount of Rs4 lacs can be paid in easy installments while you are living in your house.

Plots of various sizes are available in the Green Acres Housing Scheme. A 200sq-yd plot can be booked for Rs74,000. Its total cost is Rs13 lac, 99 thousand. A 272sq-yd plot can be booked for Rs99,000. Its total cost is Rs17 lac and 99 thousand. A 500sq-yd plot can be booked for Rs1 lac and 79 thousand. Its total cost is Rs33 lac and 99 thousand.

The Green Acres Housing Scheme will have 60-foot and 40-foot wide roads so that its residents can have easy access to their homes. Besides, traveling to and fro too would become easier for them.

This unique housing scheme aims at providing you the opportunity to own a house in a very peaceful and good residential area of Mardan. It is adjacent to Shikah Mastoon Township, which is destined to develop into a very prestigious residential area in the near future.

The location of this residential project so attractive that it can be safely claimed as among the best residential project of Mardan. It is only five minutes drive from the Motorway, two minutes drive from the Mardan Stadium and four minutes away from Mardan Medical Complex. From Islamabad, driving on the Motorway, it is just one hour away.

Development work in the Green Acres Housing Scheme is fast in progress. Construction of roads, streets, landscaping, town planning is moving at an unbelievable fast pace. The entire scheme will be studied with beautiful parks, jogging tracks etc. A number of hospitals and schools are also being built within the scheme so that residents of the Green Acres Housing Scheme do not have to travel far for such basic facilities as health and education.

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All offices will remain open on Sundays and other holidays.

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Karachi: Opp. Urdu Science College, University Road, Karachi. Ph: 482142-16
Hyderabad: Sakhi Wahab Paradise Complex, Saddar Cantt. Ph: 022-2783124, 2783194
Sukkur: Plot # 64 Military Road Near K.F.C. Sukkur. Ph: 071-5633082-87, 0321-233422
Quetta: 101, 1st Floor, Mozammil Square, Shahbaz Town, Ph: 081-2843315, 2843318
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Sukkur: Plot # 64 Military Road Near K.F.C. Sukkur. Ph: 071-5633082-87, 0321-233422
Quetta: 101, 1st Floor, Mozammil Square, Shahbaz Town, Ph: 081-2843315, 2843318
Site Office: A-0, G-26, Sector 25-B, Survey # 82, Scheme -33, Karachi.

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