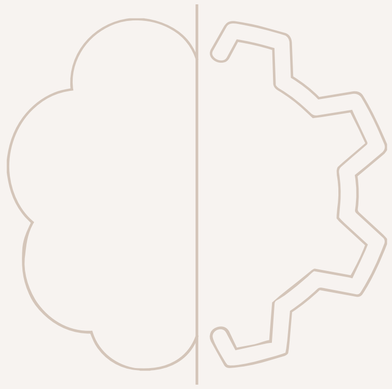


Bespoke Sales Concepts

YOUR PARTNER FOR THE ENTIRE SALES PROCESS

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WHAT WE OFFER

Complete sales coordination through one specialised team.

BSC partners with real estate developers throughout the sales phase of a project.
We take responsibility for the sales process on the developer's behalf — from defining the strategy and preparing the project for market, through to distribution, sales management and closing.

Our responsibility extends beyond individual transactions. We remain involved until the entire development is sold, ensuring that every relevant sales channel contributes to the overall commercial strategy. **BSC acts as the central point of coordination** between the developer and the network of agencies, companies and marketing channels involved in bringing the project to market.



Communication flows both ways. We ensure that the developer's strategy reaches the market clearly, while feedback from the market is brought back, analysed and incorporated where appropriate.

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WHY PARTNER WITH US

A different approach to selling developments.

Many brokers excel at individual property sales. However, bringing an entire development to market requires specialised expertise and strategic coordination.

WHERE BSC SETS ITSELF APART	WHY IT MATTERS TO YOU
BIG-PICTURE MINDSET Every detail affects the outcome.	We focus on the performance of the entire development — not just the easiest properties to sell.
A PARTNER TO THE AGENTS We work with agencies, not against them.	Third-party agencies are crucial to reaching buyers. We bring sales channels together under one coordinated strategy, supporting their contribution rather than competing with them.
DEVELOPMENT EXPERIENCE We understand real estate from a developer's perspective.	The best sales decisions sometimes depend on technical realities. We understand the developer's perspective and the practicalities behind the project.
HANDS-ON EXECUTION The people who set the strategy stay involved.	You work directly with the people executing the strategy on the ground — without unnecessary layers, communication gaps or lost context.
ALIGNED INTERESTS We succeed when the project succeeds.	We have skin in the game. We are willing and eager to invest alongside the developer, aligning our financial interests with the success of the project.

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WHO WE ARE

Three backgrounds. One objective.

BSC was built around complementary backgrounds, experiences and skillsets.
Our team combines real estate development, marketing and operational expertise — bringing distinct perspectives together around one commercial objective: the successful sale of your development.



Michael Stock

CEO

Development & Sales

Michael brings first-hand experience in real estate development, both as a consultant and as a developer. He combines an understanding of the developer's perspective with a focus on commercial strategy and sales execution.



Cristiana Nascimento

COO

Operations & Execution

Cristiana's experience managing highly multidisciplinary teams has honed her organisational and problem-solving skills, enabling her to translate complex requirements into effective, practical execution.



Richard Clingen

Executive Marketing Consultant

Marketing & Digital

With a background in digital entrepreneurship across telecommunications, music and publishing, Richard focuses on BSC's positioning, marketing communications and buyer outreach.

HOW WE WORK

The sales process starts long before the first viewing.

A buyer's decision is influenced by far more than what happens when they walk through the door.

The sales process starts with how a project is positioned, presented and introduced to the market. It continues through every interaction that shapes the buyer's perception and decision — and only ends once the transaction is completed.

That's why BSC takes an active role across the entire process.

STRATEGY

Understanding the project, market and objectives.

POSITIONING

Creating the framework for how the project is presented and sold.

DISTRIBUTION

Connecting the project with the right agencies, portals and marketing channels.

SALES MANAGEMENT

Coordinating the process and maintaining alignment across the network.

OPTIMISATION

Using sales performance and market feedback to continuously refine the approach.

CLOSING

Managing the final stages of the process through to completion.

Our responsibility is to ensure that these stages don't operate independently. They form one sales process — and need to work together.

Looking for a sales partner for your next development?

LET'S DISCUSS YOUR PROJECT

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