

PROPERTY SALES MAP SYSTEM

LOCATION-LED SALES MATERIALS FOR RESIDENTIAL DEVELOPMENTS

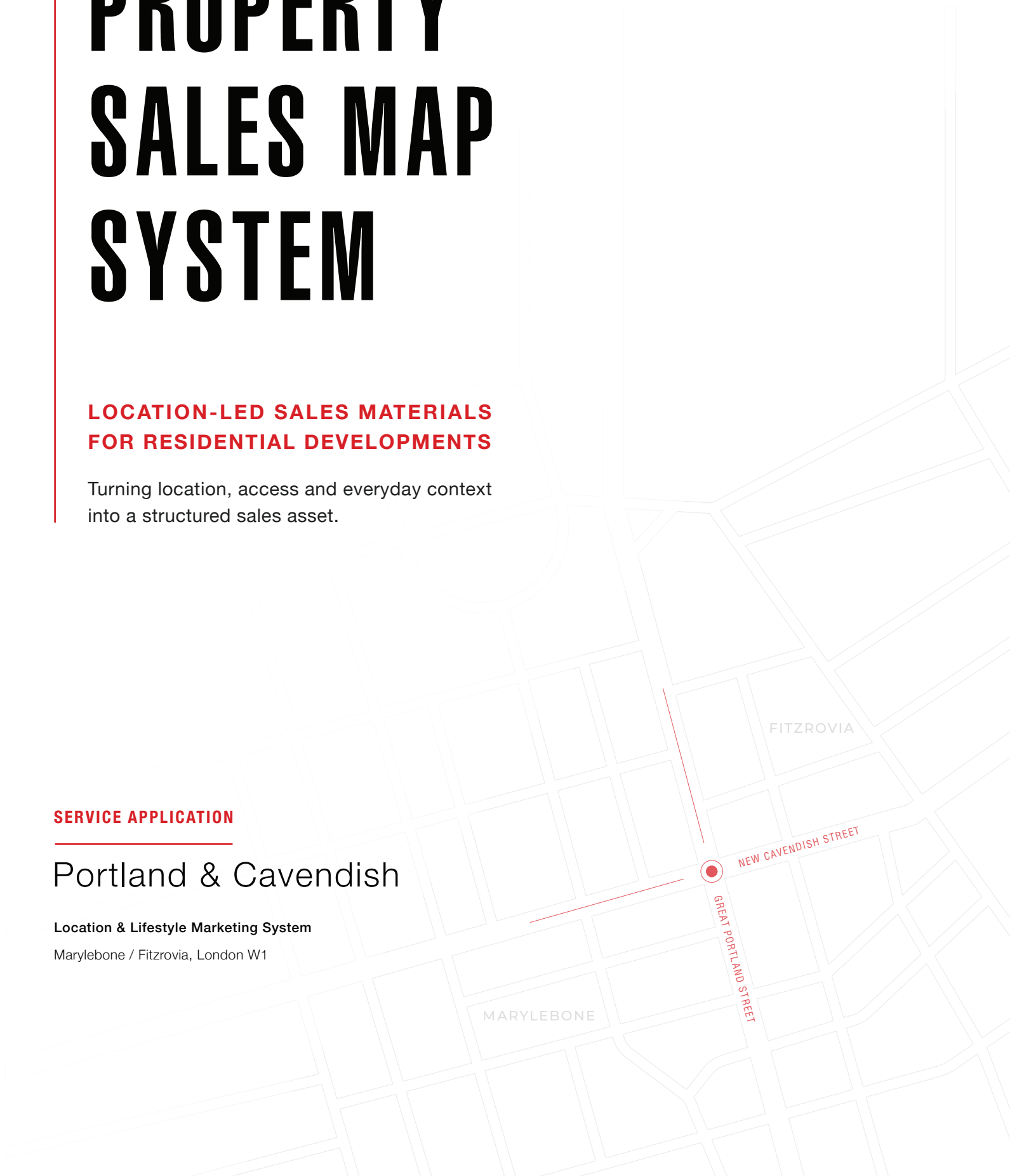
Turning location, access and everyday context
into a structured sales asset.

SERVICE APPLICATION

Portland & Cavendish

Location & Lifestyle Marketing System

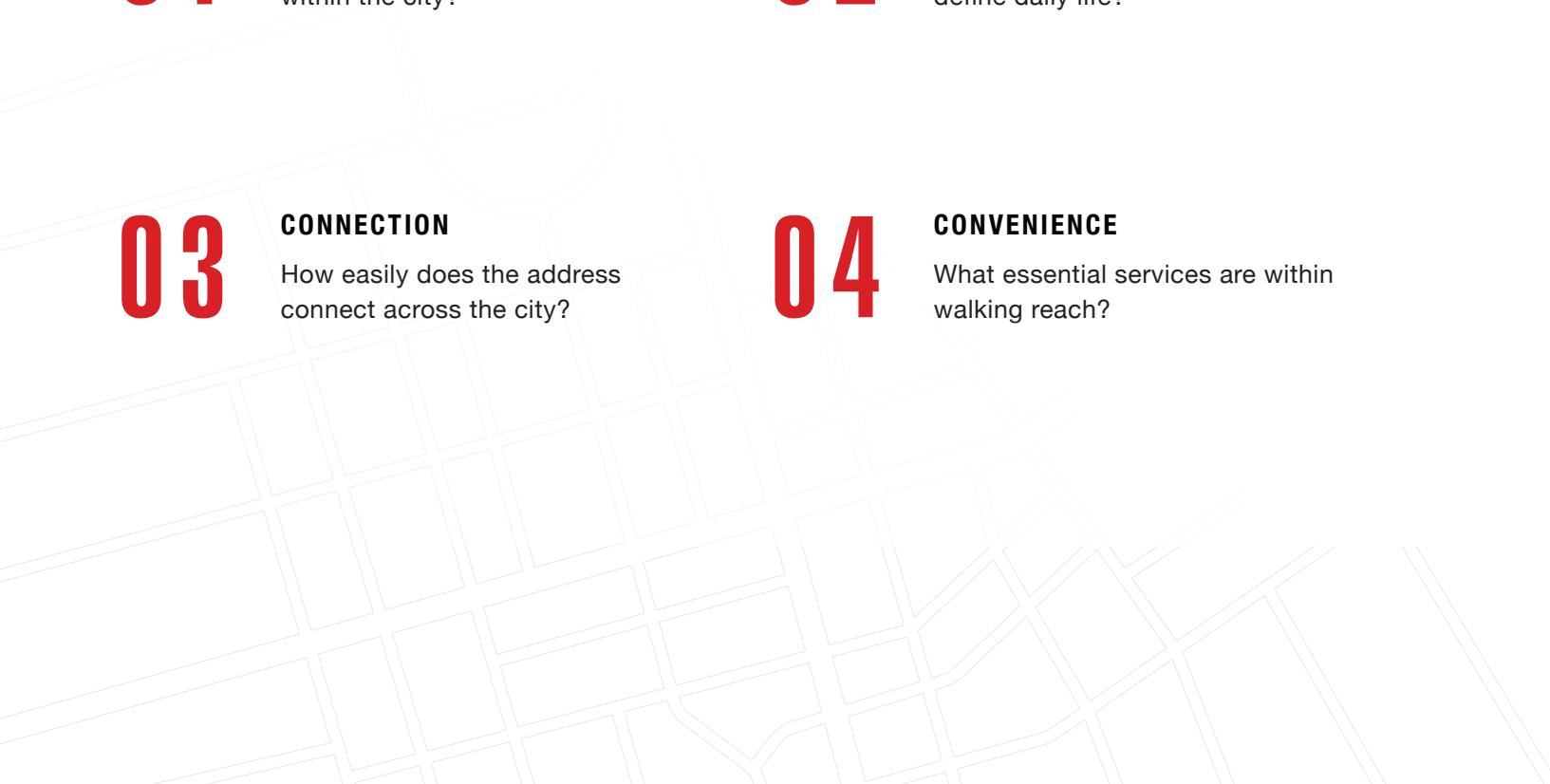
Marylebone / Fitzrovia, London W1



TURNING LOCATION INTO A SALES ARGUMENT

A residential address becomes more persuasive when its context is clear. Structured location materials help buyers understand position, neighbourhood character, access and everyday convenience across sales and marketing touchpoints.

WHAT A BUYER NEEDS TO UNDERSTAND

**01**

POSITION

Where is the address situated within the city?

02

NEIGHBOURHOOD

What places and surroundings define daily life?

03

CONNECTION

How easily does the address connect across the city?

04

CONVENIENCE

What essential services are within walking reach?

A MAP SYSTEM, NOT A SINGLE MAP

The Property Sales Map System translates location value into a coordinated family of buyer-facing and web-ready sales assets.

HOW THE SYSTEM WORKS

01



02



03

DEFINE THE LOCATION STORY

Position, neighbourhood character, access and everyday convenience are structured into a clear sales narrative.

- Position
- Neighbourhood
- Access
- Convenience

BUILD THE MAP MODULES

The narrative is translated into a set of focused map modules, each explaining one aspect of place.

- Overview map
- Connectivity
- Local highlights
- Everyday essentials

DELIVER THE ASSET FAMILY

The map modules are supplied as coordinated assets for brochure, presentation, website and sales use.

- Buyer guide
- Web panels
- Presentation use
- Sales support

One controlled location system can support brochure, web, presentation and sales-team communication.

PORTLAND & CAVENDISH

Location & Lifestyle Marketing System

Marylebone / Fitzrovia, London W1

A London-based service application showing how a residential location can be translated into buyer-facing sales materials and web-ready map assets.

SERVICE TYPE

Location-led sales collateral

CASE CONTEXT

Central London residential address

OUTPUT FAMILY

Buyer guide, Web panels, Delivery sheet

Developed as a service application within the Maxved Design Property Sales Map System.

BUYER-FACING LOCATION GUIDE

A compact print-ready buyer guide that turns location context into a clear sales handout for viewings, sales appointments and launch events.

01 ORIENT THE ADDRESS

Places the address within Central London and gives buyers an immediate sense of position.



03 PROVE CONNECTIVITY

Shows station access and wider city connections in a clear, sales-friendly format.



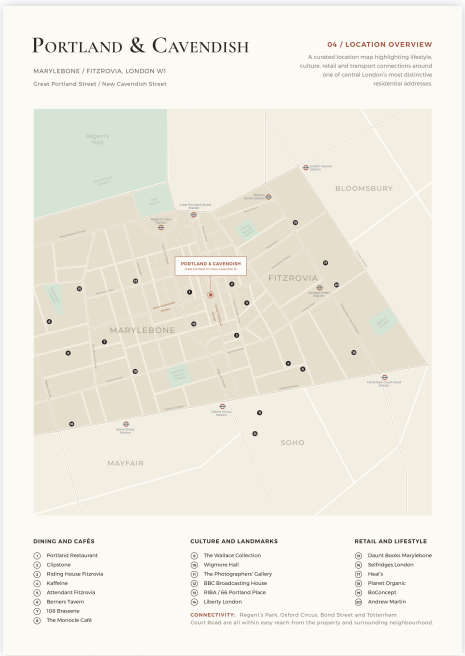
05 CONFIRM DAILY CONVENIENCE

Shows everyday services within walking reach, including food shopping, healthcare, fitness and practical support, so buyers understand daily life around the address.



02 SHOW LOCAL VALUE

Organises nearby dining, cultural, retail and landmark anchors into a clear local-area overview, helping buyers see what gives the immediate setting value.



04 FRAME THE NEIGHBOURHOOD

Turns selected dining, culture, green space and local anchors into a readable neighbourhood story.



PRINT
COLLATERAL
USE

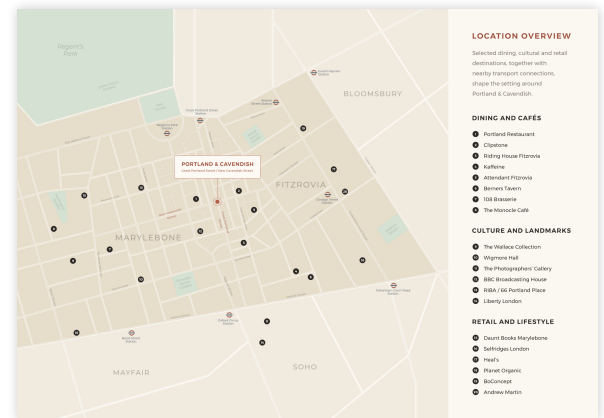
- Sales suite booklet
- Viewing handout
- Buyer information pack
- Agent / broker pack
- Launch takeaway
- Brochure insert

WEB-READY LOCATION MAP ASSETS

A coordinated set of static digital map panels prepared for project websites, landing pages, sales decks and marketing team use.

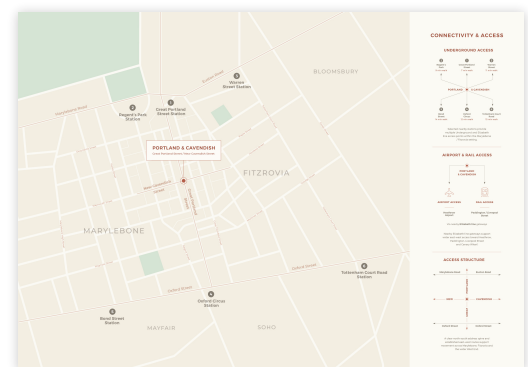
01 LOCATION OVERVIEW

Neighbourhood context and key destinations.



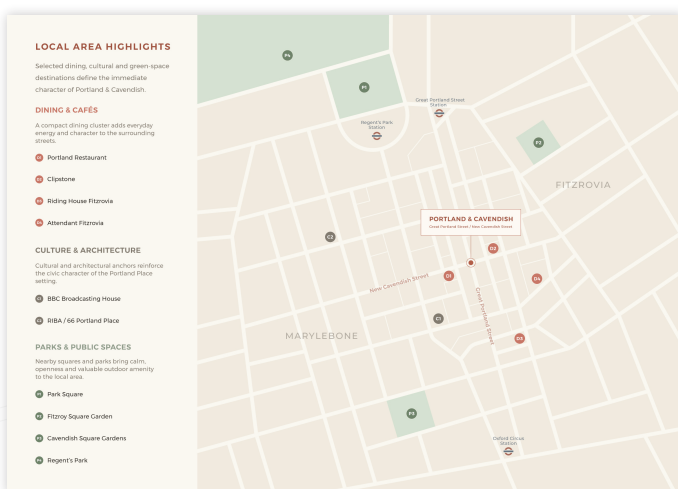
02 CONNECTIVITY & ACCESS

Station access and wider city links.



03 LOCAL AREA HIGHLIGHTS

Dining, culture and green space framed as local context.



04 EVERYDAY ESSENTIALS

Daily services within walking reach.



SCREEN-READY BY DESIGN

Built as separate landscape panels rather than resized brochure pages.

Optimised hierarchy

Consistent map language

Clear screen readability

Reusable asset structure

DIGITAL USE

- Project website
- Landing page

- Online brochure
- Sales deck screen

- Email follow-up
- Agent portal

A COMPLETE LOCATION SALES PACKAGE

A structured delivery package combining buyer-facing materials, web-ready map assets and usage-ready files for sales, marketing and digital teams.

Built for developer teams that need one consistent location story across appointments, collateral, follow-up and digital channels.

01 BUYER-FACING LOCATION GUIDE

Print-ready guide prepared for buyer conversations, viewings, sales appointments and follow-up packs.

- Location positioning
- Overview map
- Connectivity & access
- Local area highlights
- Everyday essentials



02 WEB-READY MAP ASSET PACK

Static landscape map panels prepared for screen-based sales and marketing use.

- Location Overview
- Connectivity & Access
- Local Area Highlights
- Everyday Essentials
- Screen-Ready Export Set



03 APPROVED EXPORTS

Approved export files supplied for internal use and sharing.

- Print-ready Brochure PDF
- Screen PDF
- JPG Preview Set
- PNG Export Set
- Approved Reference Files

04 MASTER ARTWORK

Editable source files prepared for controlled future updates.

- Brochure Master Artwork
- Web Panel Master Artwork
- Linked Asset Files
- Organised Layer Structure
- Source Package

05 HANDOFF NOTE

Concise handoff notes summarise supplied files, intended use and correct asset selection for print, digital, presentation and internal marketing use.

06 IMPLEMENTATION NOTE

Static assets are prepared for the client's web and marketing teams, with reference files supporting consistent placement, internal review and approved use across marketing channels.

START WITH A CLEARER LOCATION STORY

Property sales materials work harder when the location story is clear, structured and easy for buyers to understand.

Maxved Design creates buyer-facing location guides, web-ready map assets and structured handoff files for residential developments and place-led projects.

CONCEPT CASE NOTE

Maxved Design creates buyer-facing location guides, web-ready map assets and structured handoff files for residential developments and place-led projects.

TO START

Send a project link or short brief with the following inputs:

- Development name and address
- Existing brochure, site plan or map
- Target buyer and key location question
- Required print, web or presentation use
- Timeline, launch stage or deadline

CONTACT

MAXVED DESIGN

Max Shtym

- **Email**
maxved.design@gmail.com
- **Website**
maxveddesign.com
- **Instagram**
@maxved_design
- **LinkedIn**
linkedin.com/in/maxveddesign
- **Portfolio**
behance.net/maxvedretofc99