AVACASA KARJAT — 40-DAY GTM PLAYBOOK

Goal: Sell 4 plots in 40 days · 120 qualified leads · ₹1 Cr land entry, ₹2–2.5 Cr full villa **Anchors:** RERA-approved · 8 acres · 51 plots total · Phase 1 possession this year · Karjat, Mumbai 3.0 zone

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WEEK 1 — FOUNDATION & OUTREACH SETUP

TASK 1 — PROJECT BRIEF (One-pager, PDF-ready)

Avacasa Karjat

Land. Legacy. Lifestyle. One hour from the airport.

Avacasa holds exclusive rights to four plots inside an 8-acre boutique project in Karjat — a RERA-approved development by a respected Mumbai builder. Only 51 plots exist in the entire project. We have four. Once these are gone, they are gone.

Why this matters now A 500–1,000 sqft apartment in Mumbai costs ₹3–4 Cr today and leaves nothing behind for your children. The same money, deployed in Karjat, gives you 2,500–3,500 sqft of titled land, a 3-bedroom villa, hill views, and an asset that compounds across generations.

The location - 1 hour from Navi Mumbai International Airport - 2 hours from South Mumbai · 90 minutes from Pune - Inside the **Mumbai 3.0 urban expansion corridor** - Karjat is already the weekend home capital for Mumbai's senior corporate and founder circles

The offering - Plot sizes: **2,500 – 3,500 sqft** - Land price: **starting ₹1 Cr** - Full villa build: **₹2 – 2.5 Cr all-in** - Title: clear, single ownership, RERA registered - Phase 1 possession: **end of this year** - Boutique scale: 51 plots in 8 acres — no high-rise density, no compromise on privacy

What you can do with it 1. **Weekend home for your family** — escape the city in 90 minutes 2. **Legacy asset for your children** — land in this corridor has appreciated 12–18% CAGR over the last decade 3. **Airbnb-grade rental income** — Karjat villas earn ₹35,000–₹60,000 per weekend night during peak monsoon and winter

Why Avacasa We are a premium second-home discovery and investment platform. We curate, we don't sell volume. The four plots we represent are the only inventory we are taking on in Karjat this year.

Next step A 20-minute call with our team, followed by a guided site visit on a Saturday or Sunday of your choice. Bring your family. Walk the land. Then decide.

Call · WhatsApp · Email [insert number] · ✉ ss@avacasa.life · avacasa.life/karjat

TASK 2 — WHATSAPP BROADCAST MESSAGES (Personal Network)

(a) Emotional angle — Legacy, children, family weekends

> Hi [Name]
>
> A quick personal note. Over the last few months I have been working on something I genuinely care about and I wanted you to be among the first to know.
>
> Avacasa has been given exclusive rights to four plots in a boutique 8-acre, RERA-approved project in Karjat — one hour from the new Navi Mumbai airport. 51 plots in total. Only four with us.
>
> I keep thinking about what we are actually leaving our children. A flat in Mumbai is a box. Land is a story. A weekend house in Karjat is the place your kids will remember sleeping under stars, learning to ride a cycle, eating mangoes off your own tree.
>
> Plots are 2,500–3,500 sqft. Land starts at ₹1 Cr. A full villa lands at ₹2–2.5 Cr — roughly half of a 700 sqft Mumbai 2BHK.
>
> If this sounds like something for your family, reply here. Happy to set up a Saturday site visit. — Praveen

(b) Investment angle — Land vs equities, scarcity

> Hi [Name]
>
> Sharing something that I think will interest you specifically given your portfolio thinking.
>
> Equities have done what equities do in this cycle — chopped sideways and made very little real money for the last 18 months. Meanwhile, land inside the Mumbai 3.0 expansion zone (Karjat, Khopoli, Panvel belt) has quietly compounded 12–18% a year for a decade.
>
> Avacasa now holds exclusivity on 4 plots inside a RERA-approved, 51-plot boutique development by a known Mumbai developer. Phase 1 possession this year. Clear title. 2,500–3,500 sqft. Entry from ₹1 Cr.
>
> One hour from the upcoming Navi Mumbai airport. Two hours from South Mumbai. The airport opens, the corridor re-rates.
>
> If you want the deck and the title documents, reply with a and I will send everything across today. — Praveen

(c) FOMO angle — Only 4 plots, this-year possession

> Hi [Name]
>
> Short update, in case it matters to you.
>
> The 4 Karjat plots Avacasa is exclusively representing are moving faster than I expected. Two warm reservations already in the queue this week. RERA-approved, 8-acre boutique project, Phase 1 possession by end of this year — so this is not a 2030 story, it is a *now* story.
>
> Plot sizes 2,500–3,500 sqft. Land from ₹1 Cr. Mumbai developer, clean title, full documentation ready.
>
> If you have ever thought about a weekend home or a legacy land hold within 2 hours of the city, I would put this on your radar for the next 7 days, not the next 7 months.
>
> Want the brief? Just reply "Send it." I'll do the rest. — Praveen

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TASK 3 — COLD OUTREACH EMAIL SEQUENCE (HNI Contacts, 3 emails spaced 3 days apart)

EMAIL 1 — The hook

Subject: A second home, an hour from the new airport — only four plots **Preheader:** Boutique 8-acre, RERA-approved, Phase 1 possession this year.

Dear [First Name],

I am reaching out because a small inventory has come up that I think fits the way you think about long-term capital.

Avacasa has taken exclusive rights to four plots inside a RERA-approved 8-acre boutique development in Karjat — by a Mumbai developer with a strong delivery record. The full project has only 51 plots. We are representing four of them.

Plot sizes are 2,500–3,500 sqft. Land starts at ₹1 Cr. A finished villa lands at ₹2–2.5 Cr all-in — for context, that is roughly the cost of a 700–1,000 sqft 2BHK in the Mumbai western suburbs today, except this gives you land, sky, and an asset your children inherit instead of an EMI.

Karjat sits 1 hour from the upcoming Navi Mumbai International Airport and inside what is being called the Mumbai 3.0 urban expansion corridor. The location itself is doing most of the work here.

If this is worth 20 minutes of your time, I will send the full brief, RERA registration, and a site visit calendar. Just reply with "Send."

Warmly, Praveen Avacasa.life | ss@avacasa.life

EMAIL 2 — Proof and specifics (sent +3 days)

Subject: The numbers behind the Karjat plot, in one screen **Preheader:** RERA reg, title status, comparable yields, and Airbnb potential — all in here.

Dear [First Name],

Following up on the Karjat note from earlier this week. A few people asked me to put the specifics in one place, so here they are.

The asset - 8-acre boutique project · 51 plots total · 4 with Avacasa exclusively - Plot sizes 2,500–3,500 sqft - Land entry from ₹1 Cr · Villa-ready at ₹2–2.5 Cr - Single clear title · RERA registered · Phase 1 possession end of this year

The location math - 60 min from Navi Mumbai International Airport - 120 min from Nariman Point, 90 min from Pune - Mumbai 3.0 expansion zone — same corridor where Khopoli, Panvel, and Karjat land has compounded 12–18% CAGR over the last decade

The income optionality - Comparable Karjat villas on Airbnb earn ₹35,000–₹60,000 per peak night - 60–80 night occupancy in monsoon and winter is achievable with the right operator - Indicative gross yield on the built asset: 6–9% on top of capital appreciation

The reason this works now The Navi Mumbai airport begins operations shortly. Every previous corridor that crossed an airport milestone in India re-rated by 20–35% in the 18 months around it.

I'd love to walk you through the deck and the title pack. Are you open to a 20-minute call this Thursday or Friday?

Warmly, Praveen

EMAIL 3 — Urgency close (sent +6 days)

Subject: Closing the Karjat conversation on my side **Preheader:** Last note — site visits booking up for the next two weekends.

Dear [First Name],

This is the last note from me on Karjat — I don't want to keep landing in your inbox if the timing isn't right.

Quick status: of the four plots Avacasa represents, two are in advanced conversation. We are running site visits Saturday and Sunday for the next two weekends, then I'm closing the window. If you walk the land and the numbers work for you, brilliant. If not, we part as friends and I will keep you in mind for our other holdings (Goa farmland, Bali, Phuket, Dubai).

If you want a slot — even just to see what Karjat in pre-monsoon looks like — reply with a day that works and I'll lock it in personally.

Either way, thank you for the time.

Warmly, Praveen

TASK 4 — CHANNEL PARTNER ONBOARDING ONE-PAGER

Partner with Avacasa — Karjat Boutique Plots

A clean, RERA-approved inventory you can stand behind

The project, in one paragraph 8-acre, 51-plot boutique development in Karjat by a respected Mumbai developer. RERA-registered. Clear single title. Phase 1 possession by end of this year. Avacasa has exclusive representation on 4 plots — sizes 2,500–3,500 sqft, land entry from ₹1 Cr, full villa ₹2–2.5 Cr.

Why your client will say yes - One hour from the new Navi Mumbai airport · inside the Mumbai 3.0 corridor - Half the cost of a Mumbai 2BHK, with land, privacy, and air - 12–18% CAGR land appreciation track record in this belt - 6–9% Airbnb yield potential on the built villa - Boutique scale — no tower-block fatigue, no resale glut risk

The commission - **2% of net land value** on closure — paid within 7 working days of registration - **0.5% spot bonus** on every closure beyond the first per partner - Co-marketing allowance available for partners with audience reach (LinkedIn, WhatsApp groups, NRI communities)

How to register a lead 1. Send the lead's name, mobile, city, and one-line context to **partners@avacasa.life** or WhatsApp **[insert number]** 2. We acknowledge within 4 working hours and lock the lead to your code for 60 days 3. You stay in the loop on every interaction — we will not bypass you

What we hand you to sell - One-page project brief (PDF) - 60-second walkthrough reel - RERA registration + title pack on request - Site visit slots (Saturday/Sunday) co-attended by the Avacasa team - Objection handling crib sheet + price ladder

Who we are Avacasa is a premium second-home discovery and investment platform. We curate inventory across Karjat, Goa, Bali, Phuket, and Dubai. We work with a small, vetted set of channel partners — quality first, volume second.

Reach out Praveen · Business Head · ss@avacasa.life · [insert number] · avacasa.life

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TASK 5 — PROPERTY LISTING PORTAL STRATEGY

For each portal: optimised title (≤80 chars) + 200-word description + 6 key highlights. Title length checked in characters.

1. MagicBricks

Title (62 chars): RERA Plots in Karjat | 2,500–3,500 sqft | ₹1 Cr Boutique 8-acre

Description (200 words): A rare opportunity inside an 8-acre, RERA-approved boutique project in Karjat — only 51 plots in the entire development, of which Avacasa exclusively represents 4. Plot sizes range from 2,500 to 3,500 sqft, with land starting at ₹1 Cr and a finished villa available at ₹2–2.5 Cr all-in. Karjat sits 60 minutes from the upcoming Navi Mumbai International Airport and inside the Mumbai 3.0 expansion corridor, making this both a lifestyle asset and a serious capital appreciation play. The project carries a single clear title, Phase 1 possession is scheduled for end of this year, and the developer is a respected Mumbai name with a strong delivery track record. This is land you can build on now, hold for legacy, or operate as a premium short-stay villa earning ₹35,000–₹60,000 per peak weekend night. Comparable Karjat plots have appreciated 12–18% per annum over the last decade. We are running guided site visits every Saturday and Sunday with the Avacasa team. Bring your family, walk the land, see the views, and decide at your own pace. Enquire to receive the full project brief, RERA registration, and title documentation.

Highlights: - 8-acre boutique RERA project · only 51 plots in total - 2,500–3,500 sqft plots · land from ₹1 Cr - 1 hour from Navi Mumbai International Airport - Phase 1 possession end of this year - 12–18% historic CAGR in the Karjat belt - Clear title, single ownership, Mumbai developer

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2. 99acres

Title (70 chars): Karjat Plots | 8-Acre Boutique | RERA | 4 Left | Mumbai 3.0 Corridor

Description (200 words): This is one of the cleanest plot opportunities currently available within two hours of Mumbai. The development is an 8-acre boutique project in Karjat, by a senior Mumbai builder, RERA-registered with single clear title and Phase 1 possession by end of this year. Out of 51 plots in the full master plan, Avacasa has exclusive representation on 4. Plot sizes are 2,500–3,500 sqft. Land entry starts at ₹1 Cr, and a complete villa build comes in at ₹2–2.5 Cr — about half the cost of a sub-1,000 sqft Mumbai apartment. Karjat is 60 minutes from the upcoming Navi Mumbai International Airport, 90 minutes from Pune, and 2 hours from South Mumbai, sitting squarely inside the Mumbai 3.0 urban expansion zone. The location has delivered 12–18% CAGR in land prices over the last decade and is positioned for further re-rating once the airport opens. Beyond personal use, the built villa qualifies for premium short-stay rental with yield potential of 6–9% gross. We host private site visits each Saturday and Sunday. Enquire below for the full brief, RERA number, and a personal callback from the Avacasa team.

Highlights: - RERA-approved · clear title · Mumbai developer - 4 plots only with Avacasa · boutique 51-plot project - 2,500–3,500 sqft · land from ₹1 Cr - Mumbai 3.0 expansion corridor location - Possession Phase 1 by end of this year - Airbnb yield potential 6–9% on built villa

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3. Housing.com

Title (74 chars): Boutique RERA Plots in Karjat | 2,500–3,500 sqft | Villa Ready ₹2 Cr

Description (200 words): An exclusive, curated inventory by Avacasa — a premium second-home discovery and investment platform. This 8-acre boutique development in Karjat carries RERA registration, a clear single title, and Phase 1 possession scheduled for end of this year. The full project has only 51 plots; we represent four. Each plot ranges from 2,500 to 3,500 sqft with land starting at ₹1 Cr and a finished, ready-to-live 3-bed villa at ₹2–2.5 Cr. For context, that is roughly the price of a 600–900 sqft 2BHK in the Mumbai western suburbs — but with land, sky, and an asset that compounds across generations. Karjat is one hour from the upcoming Navi Mumbai International Airport, two hours from South Mumbai, and the entire belt sits inside the Mumbai 3.0 urban expansion corridor where land has compounded 12–18% per year over the last decade. The villa can also be operated as a premium weekend rental earning ₹35–60K per night in peak months. Site visits are hosted every weekend with a member of the Avacasa team. Enquire for the brief, RERA details, and a private viewing.

Highlights: - 51-plot boutique project · 4 plots with Avacasa - RERA-registered · clear title · single ownership - 1 hour to Navi Mumbai airport - 2,500–3,500 sqft plots · ₹1 Cr land entry - ₹2–2.5 Cr fully built villa - Curated by Avacasa, a premium second-home platform

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4. NoBroker

Title (78 chars): 2,500–3,500 sqft Karjat Plot | RERA | 1 hr Navi Mumbai Airport | 4 Left

Description (200 words): Premium, boutique-scale plot inventory in Karjat — represented exclusively by Avacasa. The project covers 8 acres with only 51 plots, RERA-registered, single title, by a known Mumbai developer. Of the 51 plots, four are available through Avacasa. Plot sizes are 2,500 to 3,500 sqft, with land starting at ₹1 Cr and a finished villa at ₹2–2.5 Cr all-in. Karjat is 60 minutes from the upcoming Navi Mumbai International Airport, 90 minutes from Pune, and squarely within the Mumbai 3.0 urban expansion zone. Phase 1 possession is set for end of this year. This is land you can build on right away, hold long-term as a legacy asset, or operate as a premium weekend villa generating ₹35–60K per peak night. Land in this belt has compounded 12–18% CAGR over the last decade — and is positioned for further re-rating around the airport opening. We host guided site visits every Saturday and Sunday with a member of the Avacasa team. Enquire below to receive the full project brief, RERA registration, title pack, and a personal callback to schedule your visit.

Highlights: - 4 of 51 plots — Avacasa exclusive - RERA + clear title + reputed Mumbai developer - Land from ₹1 Cr · Villa ₹2–2.5 Cr - 1 hour to new Navi Mumbai airport - Phase 1 possession this year - Premium short-stay yield potential 6–9%

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5. Square Yards

Title (65 chars): Karjat Boutique Plots · 8 Acres · RERA · Avacasa Exclusive

Description (200 words): Avacasa, a premium second-home discovery and investment platform, brings to market four exclusively represented plots inside an 8-acre boutique RERA-approved project in Karjat. With only 51 plots in the entire development, this is a deliberately low-density, high-quality build. Plot sizes are 2,500 to 3,500 sqft. Land begins at ₹1 Cr; a complete villa lands at ₹2–2.5 Cr. The development carries a single clear title, RERA registration, and Phase 1 possession by end of this year. Karjat is 60 minutes from the upcoming Navi Mumbai International Airport, 90 minutes from Pune, and 2 hours from South Mumbai — placing it inside the Mumbai 3.0 urban expansion corridor where land has compounded at 12–18% CAGR over the last decade. The asset works equally well as a weekend home for your family, a long-hold legacy asset for your children, or a premium short-stay villa earning ₹35–60K per peak night. We host guided weekend site visits with the Avacasa team. Enquire for the full brief, RERA documentation, and an invitation to a private viewing.

Highlights: - Avacasa exclusive · 4 plots only - 8-acre, 51-plot boutique RERA project - 2,500–3,500 sqft · ₹1 Cr entry - Reputed Mumbai developer - Phase 1 possession this year - Premium short-stay yield 6–9%

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6. Commonfloor

Title (70 chars): Karjat Plot | 2,500 sqft+ | RERA | Avacasa | 1 hr from Navi Airport

Description (200 words): A curated, boutique-scale plot inventory in Karjat, exclusively represented by Avacasa. The project spans 8 acres with only 51 plots in total — RERA-registered, single clear title, by a respected Mumbai developer, with Phase 1 possession scheduled for end of this year. Four of these plots are available through Avacasa, sized 2,500–3,500 sqft. Land starts at ₹1 Cr and a finished villa lands at ₹2–2.5 Cr — roughly half the cost of a sub-1,000 sqft 2BHK in the Mumbai western suburbs. Karjat sits 60 minutes from the upcoming Navi Mumbai International Airport, 90 minutes from Pune, and inside the Mumbai 3.0 urban expansion corridor. Land in this belt has compounded 12–18% per annum over the last decade. The plot can be used as a weekend home, held long-term as a legacy asset, or built and operated as a premium short-stay villa generating ₹35–60K per peak night. We host private site visits each Saturday and Sunday with a member of the Avacasa team. Enquire for the brief, RERA registration, title pack, and a callback.

Highlights: - RERA · clear title · Mumbai developer - Avacasa exclusive · only 4 plots - 2,500–3,500 sqft, ₹1 Cr land entry - Phase 1 possession end of this year - Mumbai 3.0 expansion corridor - 12–18% historic land CAGR

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7. PropTiger

Title (66 chars): Karjat Boutique Land · ₹1 Cr · 1 hr Airport · RERA · 4 of 51 Plots

Description (200 words): Avacasa offers an exclusive, curated opportunity in Karjat — an 8-acre boutique RERA-registered development by a reputed Mumbai developer, with only 51 plots in the master plan. We represent four, sized 2,500–3,500 sqft, with land entry from ₹1 Cr and a turn-key villa at ₹2–2.5 Cr all-in. Phase 1 possession is end of this year and the property carries a single clear title. Karjat is 60 minutes from the upcoming Navi Mumbai International Airport, 90 minutes from Pune, and located inside the Mumbai 3.0 expansion corridor, which has delivered 12–18% CAGR in land values over the last decade. The asset works as a weekend home, a multi-decade legacy hold, or a premium short-stay villa earning ₹35–60K per peak night. Beyond the financials, this is the kind of place your children will remember — open space, hill views, no traffic, no shared walls. We host weekend site visits with the Avacasa team and walk every prospect through the documentation personally. Enquire below for the full brief, RERA registration, and a confirmed Saturday or Sunday visit slot.

Highlights: - Avacasa exclusive · 4 plots out of 51 - RERA + Mumbai developer + clear title - ₹1 Cr land entry · ₹2–2.5 Cr villa - 1 hour to Navi Mumbai airport - Mumbai 3.0 corridor - Phase 1 possession end of this year

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8. RoofandFloor (The Hindu Group)

Title (60 chars): Karjat 8-Acre Boutique Project · RERA · ₹1 Cr Plot Entry

Description (200 words): An exclusive curated plot opportunity in Karjat, offered through Avacasa — a premium second-home discovery and investment platform. The project is an 8-acre boutique RERA-approved development by a respected Mumbai builder with 51 plots in total and Phase 1 possession by end of this year. Four plots are available exclusively through Avacasa, sized 2,500–3,500 sqft, with land starting at ₹1 Cr and a finished villa landing at ₹2–2.5 Cr. Karjat is 60 minutes from the upcoming Navi Mumbai International Airport, 90 minutes from Pune, and inside the Mumbai 3.0 expansion corridor. Beyond capital appreciation — the belt has compounded 12–18% CAGR over the last decade — the asset offers strong short-stay rental optionality, with comparable Karjat villas generating ₹35–60K per peak night on premium platforms. Title is clear and single. Documentation, RERA registration, and the full project brief are available on request. We host private site visits with a member of the Avacasa team each Saturday and Sunday. Enquire for the brief, the RERA number, and an invitation to a personal viewing.

Highlights: - 4 plots only · Avacasa exclusive - RERA-registered · Mumbai developer · clear title - Land entry ₹1 Cr · 2,500–3,500 sqft - 1 hour to Navi Mumbai airport - Phase 1 possession this year - 6–9% gross yield potential on built villa

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9. Sulekha Properties

Title (66 chars): Karjat Plots for Sale | 2,500 sqft+ | RERA | Avacasa Curated

Description (200 words): Avacasa offers four exclusively represented plots inside an 8-acre, 51-plot boutique RERA development in Karjat by a reputed Mumbai builder. Plot sizes range from 2,500 to 3,500 sqft. Land begins at ₹1 Cr; a complete 3-bed villa is available at ₹2–2.5 Cr all-in. The project carries a single clear title and Phase 1 possession is scheduled for end of this year. Karjat sits 60 minutes from the upcoming Navi Mumbai International Airport, 90 minutes from Pune, and inside the Mumbai 3.0 urban expansion zone — a belt that has compounded 12–18% CAGR in land values over the last decade. This asset works as a weekend home for your family, a multi-decade legacy hold, or a premium short-stay villa earning ₹35–60K per peak night. The boutique scale of the project (only 51 plots) means low density, real privacy, and a guarded resale narrative. Documentation, RERA registration, title pack, and the full project brief are available on request. We host weekend site visits personally with the Avacasa team. Enquire below to receive everything and book a visit.

Highlights: - Avacasa exclusive · 4 of 51 plots - RERA · clear title · Mumbai developer - 2,500–3,500 sqft · ₹1 Cr entry - Mumbai 3.0 corridor · 1 hr to airport - Phase 1 possession this year - Strong Airbnb-grade yield potential

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10. IndiaProperty

Title (60 chars): Avacasa Karjat · 8-Acre Boutique · 4 Plots Only · RERA

Description (200 words): An exclusive Avacasa-curated plot opportunity in Karjat. The project covers 8 acres with a total of 51 plots, by a reputed Mumbai developer, RERA-registered with single clear title, and Phase 1 possession scheduled for end of this year. Avacasa exclusively represents four of these plots, sized 2,500–3,500 sqft, with land entry from ₹1 Cr and a complete villa available at ₹2–2.5 Cr all-in — about half the cost of a 700–1,000 sqft 2BHK in the Mumbai western suburbs. Karjat sits 60 minutes from the upcoming Navi Mumbai International Airport, 90 minutes from Pune, and inside the Mumbai 3.0 urban expansion corridor. Land in this belt has compounded at 12–18% CAGR over the last decade and is positioned for further re-rating once the airport opens. Beyond capital appreciation, the built villa offers a 6–9% gross short-stay rental yield, with comparable Karjat villas earning ₹35–60K per peak night. We host private weekend site visits with the Avacasa team. Enquire below for the project brief, RERA registration, title pack, and a personal callback to schedule your visit.

Highlights: - Avacasa exclusive · 4 of 51 plots - RERA · clear single title · Mumbai developer - 2,500–3,500 sqft · ₹1 Cr entry - 1 hour from Navi Mumbai airport - Phase 1 possession end of this year - Strong short-stay rental optionality

WEEK 2 — CONTENT ENGINE

TASK 6 — INSTAGRAM CONTENT CALENDAR (Avacasa Brand Account)

Theme: "Your Karjat, Your Legacy" · 7 days · mix of reels, carousels, polls

Day	Format	Hook / Concept	Caption (draft)	Hashtags
Mon	**Reel**	*Opening line:* "₹4 Crore in Mumbai buys you 700 square feet. ₹2 Crore in Karjat buys you a villa." *Concept:* split-screen — narrow Mumbai balcony vs. Karjat lawn at golden hour. Hand-held, vertical, 18s.	What does your money actually own? In Mumbai it owns a corridor with a window. In Karjat it owns 3,000 square feet of earth, a sky full of stars, and a story your kids will tell their kids. Four plots remain with us in an 8-acre RERA-approved boutique project. Comment LAND to receive the brief.	#Karjat #SecondHome #Avacasa #MumbaiRealEstate #LegacyLiving #WeekendHomeIndia #RERA #PlotForSale #MumbaiPune #HillsideHomes
Tue	**Carousel (5 slides)**	*Topic:* "Five things ₹1 Cr gets you in Mumbai vs Karjat." Slide 1: Title card. Slide 2: 350 sqft studio (Lower Parel) vs 2,500 sqft plot (Karjat). Slide 3: Concrete view vs hill view. Slide 4: ₹50K monthly EMI vs ₹0 monthly EMI on owned land. Slide 5: "Same money. Different decade." + CTA.	Same number on the cheque. Two different lives. Swipe through. → Four boutique plots remaining with Avacasa in an 8-acre RERA project, Phase 1 possession this year. DM "Brief" for the full deck.	#Karjat #MumbaiRealEstate #SecondHomeIndia #PlotInvestment #Avacasa #LandIsLegacy #RERAApproved #Mumbai3
Wed	**Story poll**	*Question:* "Where would you rather wake up on Saturday? Mumbai apartment / Karjat villa" + sticker poll. Follow-up story: "82% of you said Karjat. Tap to see why 4 families are already doing something about it."	(Story-only, no feed caption)	—
Thu	**Reel**	*Opening line:* "This is what monsoon sounds like in Karjat." *Concept:* 25-second ASMR — rain on a tiled roof, birds, a kettle, a child laughing somewhere off-frame. Zero talking. End card: "Land from ₹1 Cr · Avacasa Karjat."	Sound on. This is what your weekends could sound like. Mumbai monsoon means traffic. Karjat monsoon means this. Four plots with us. Comment MONSOON for the brief.	#Karjat #MonsoonInIndia #SecondHome #Avacasa #WeekendEscape #SahyadriHills #RealEstateInvestment #LegacyHome
Fri	**Carousel (5 slides)**	*Topic:* "The math of a Karjat Airbnb." Slide 1: Title — "Could your second home	The smartest second homes earn while you sleep. Here is the math,	#AirbnbIndia #Karjat #PassiveIncome #RealEstateInvestment

Day	Format	Hook / Concept	Caption (draft)	Hashtags
		pay for itself?" Slide 2: ₹2.2 Cr build cost. Slide 3: ₹45K avg peak night × 70 nights = ₹31.5 L/year. Slide 4: 6–9% gross yield + 12–18% land CAGR. Slide 5: "An asset that pays for the family vacation. Forever." + CTA.	slide by slide. → Avacasa is releasing 4 plots inside a RERA-approved 8-acre boutique project. Comment NUMBERS for the deck.	#SecondHome #Avacasa #PlotForSale
Sat	**Story poll + Q&A sticker**	*Sticker 1:* "Most asked question this week: 'Is Karjat really 1 hour from the new airport?' Tap to see the map." *Sticker 2 (Q&A):* "Ask us anything about Karjat plots."	(Story-only)	—
Sun	**Reel — Founder talking head**	*Opening line (Praveen on camera):* "I'll tell you the honest reason I'm not buying another Mumbai flat." *Concept:* 45-second straight piece-to-camera, shot at the site if possible. End with CTA to DM.	The honest version. Not the brochure version. This is why I'm putting my own family's money into Karjat instead of a third Mumbai property. Four plots with Avacasa. DM me if you want the brief — Praveen	#FounderNotes #Karjat #Avacasa #SecondHome #IndianRealEstate #LegacyLiving

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TASK 7 — LINKEDIN CONTENT CALENDAR (Founder Personal Account)

Theme: "Why smart Mumbai money is moving to Karjat" · 7 posts · thought leadership

Day 1 — Monday

Hook: *"I have spent 14 years selling apartments to people who wanted land."*

Body: Every senior client conversation I have had in the last two years has converged on the same instinct: people want air, earth, and an asset they can leave behind. Apartments give them none of these.

The math is now openly absurd. A 750 sqft 2BHK in Andheri costs ₹3.5 Cr. The same money buys you a 3,000 sqft titled plot in Karjat with a finished villa and ₹40 lakh of working capital left over.

What changed isn't the math — that has been true for a decade. What changed is the *infrastructure*. Navi Mumbai International Airport is weeks away from commercial ops. The Mumbai 3.0 corridor is no longer a slide in a developer deck. It is becoming a daily commute.

When the corridor goes live, the price of patience compounds.

Closing question: If you had ₹3 Cr to deploy today, would you buy a Mumbai flat or 3,000 sqft of titled land in Karjat?

Day 2 — Tuesday

Hook: *"Equities have given Indian HNIs nothing for 18 months. Land has compounded 14%. Why are we still surprised?"*

Body: I pulled the numbers this week.

Nifty 50 total return, last 18 months: roughly flat after expenses. Most large-cap PMS books: between -3% and +4%.

Karjat–Khopoli land, same window: 13–16%, depending on micro-market.

This isn't a victory lap for real estate. It's a reminder that asset classes rotate. The last decade was a bull run for equity. The next decade — driven by infrastructure unlock around the Navi Mumbai airport, Bullet Train, and Mumbai 3.0 — is shaping up to be a bull run for land in the right corridors.

The trick isn't picking real estate. The trick is picking the right 8-acre patch inside the right corridor, with clean title and RERA registration, before the corridor is fully priced in.

Closing question: What's your honest current allocation to land vs equities — and when did you last revisit it?

Day 3 — Wednesday

Hook: *"The cheapest mistake in Indian real estate is buying inside a 600-unit tower. The most expensive is not buying land before an airport opens."*

Body: In 2008, plots in Devanahalli — 5 km from the upcoming Bangalore airport — were trading at ₹400/sqft. Today the same plots quote ₹6,000–₹9,000/sqft. That is 15× in 16 years, in your own backyard, on an asset class you ignored.

The Navi Mumbai International Airport is at a comparable inflection. Karjat sits inside its catchment.

People underestimate how predictable airport corridors are. The pattern is mechanical: pre-announcement → land freezes → soft commercial operations → first 18 months of re-rating → mid-cycle plateau → second wave around airport expansion.

We are currently in the gap between "pre-announcement" and "soft commercial operations." Historically, that is the cheapest 12-month window the corridor will ever offer.

Closing question: Which Indian airport corridor do you wish you had bought into 10 years earlier, and why didn't you?

Day 4 — Thursday

Hook: *"Boutique vs mass. A real-estate distinction most Indian buyers still don't take seriously."*

Body: A 600-unit tower and a 51-plot boutique project are not in the same asset class. They behave differently in resale, in rental, and in how they age.

Boutique projects (under 60 units, lower density, higher per-unit land share) have historically traded at a 15–25% premium to mass projects in the same micro-market — and they hold that premium because the supply is mathematically constrained.

Mass projects, by contrast, have to fight resale glut. The same building releases inventory to the secondary market for a decade. Your unit is always competing with itself.

When we evaluated this Karjat project, the single number that mattered was 51. Fifty-one plots in 8 acres. Roughly 1,400 sqm per plot footprint on average. That density is what makes the long-term resale story work.

Closing question: When you buy real estate, do you factor in the total unit count of the project? If not, what would change if you did?

Day 5 — Friday

Hook: *"I asked 30 senior Mumbai executives the same question last month: 'What is the one asset you regret not buying earlier?' 23 of them said the same thing."*

Body: Land. Specifically, land within 2 hours of the city, bought before an infrastructure milestone.

The remaining 7 said gold, a vintage car, or a specific tech stock. Reasonable answers.

The land answer kept coming up because of how Indian families actually use wealth across generations. Equity portfolios are liquidated. Cash is spent. Even gold gets sold for a wedding or a downpayment. Land tends to stay in the family, and it tends to grow with the family.

The shift I am seeing in conversations this year is a quiet reallocation: 10–20% of liquid net worth moving into appreciating land within driveable distance of Mumbai. Not a flip play. A 15-year hold.

Closing question: What % of your current net worth would you ideally allocate to long-hold land — and what's stopping you from getting there?

Day 6 — Saturday

Hook: *"A site visit to Karjat last Sunday changed how I think about second homes."*

Body: I have walked dozens of plots over the years. Most felt like inventory. This one felt like a place.

The drive from Navi Mumbai was clean — 70 minutes door-to-gate. The land sits on a gentle gradient with the Sahyadris in the long view. There is birdsong instead of horns. The on-site sales experience is unhurried, more architect-led than broker-led.

What struck me most was the family that arrived after us. Two kids, two parents, a grandmother. They didn't ask about price first. They asked about which plot caught the morning sun. That is the buyer profile this project is attracting. That is also why the resale story works.

Closing question: When you visited your last property purchase, what was the *first* question you asked — and what does that say about why you bought?

Day 7 — Sunday

Hook: *"I'll be honest about something most real estate people won't tell you."*

Body: Not every plot, not every project, not every corridor is worth your money. Most of them are not.

The Indian real estate market is full of half-finished towers, contested titles, and developers who learned to sell before they learned to build. The reason most HNIs are under-allocated to real estate isn't that they don't believe in the asset — it's that they have been burned before, by exactly these mistakes.

The filter I now apply is brutally short: 1. RERA registered (not "applied") 2. Single clear title — not a partition mess 3. Developer with at least 3 delivered projects 4. Boutique scale (under 75 units) 5. Inside a corridor with a confirmed infrastructure trigger in the next 24 months

If a project clears all five, it deserves a serious second look. If it clears four, walk away.

The Karjat plot we are currently representing clears all five. That is the only reason I will put my own name on it publicly.

Closing question: What are *your* personal red lines when evaluating a real estate purchase — and which one have you broken before, only to regret it?

TASK 8 — REELS / YOUTUBE SHORTS SCRIPTS (5 × 30-second)

Reel 1 — Mumbai apartment vs Karjat land

Opening visual (0–3s): Slow push-in on a narrow Mumbai balcony at dusk, neighbour's wall 6 feet away. **Voiceover:**

> "₹3.5 Crore in Mumbai gets you 750 square feet, one balcony, and a neighbour who learns the violin at 11pm." **Visual cut (4–18s):** Drone pull-back over a 3,000 sqft Karjat plot, Sahyadris in the distance, golden hour. **Voiceover:** "₹2 Crore in Karjat gets you 3,000 square feet, a hill view, and silence that your children will remember for the rest of their lives." **End card (19–30s):** Text on screen — *"Avacasa Karjat. 4 plots left. RERA-approved. Phase 1 this year."* **CTA (voiceover):** "Comment LAND. We'll send the brief."

Reel 2 — Monsoon in Karjat

Opening visual (0–3s): Wet hibiscus leaf, raindrop in slow motion. **Voiceover (whispered, intimate):**

> "Mumbai monsoon means traffic. Karjat monsoon means this." **Visual cuts (4–22s):** Rain on red-tiled roof · steam off a chai cup · barefoot kid running across grass · waterfall behind a bungalow · grandfather reading the paper on a verandah · ladle stirring khichdi. **Voiceover (continuing):** "An hour from the new airport. Two from Mumbai. Closer than your colony pharmacy on a Friday evening." **End card (23–30s):** *"Avacasa Karjat. 4 plots remain."* **CTA:** "DM MONSOON. We'll send the brief."

Reel 3 — What ₹1 Cr gets you here vs Mumbai

Opening visual (0–4s): Hand-drawn whiteboard energy — "₹1,00,00,000" written boldly, animated underline. **Voiceover (direct, founder on camera):**

> "Same one crore. Two different futures. Let me show you." **Visual cuts (5–22s):** Split-screen 3 stacked frames: 1. Mumbai: 380 sqft studio in Lower Parel · concrete view 2. Karjat: 2,500 sqft titled plot · open sky 3. Side numbers — Mumbai ₹26,000/sqft · Karjat ₹4,000/sqft **Voiceover:** "Twenty-six thousand a square foot for a city studio. Or four thousand a square foot for land that compounds. The math hasn't been this lopsided in a decade." **End card (23–30s):** *"Avacasa Karjat. RERA. 4 plots left."* **CTA:** "Comment NUMBERS for the full math."

Reel 4 — The Airbnb passive income angle

Opening visual (0–3s): A villa interior at night — lit pool, cane chairs, candles. **Voiceover:**

> "This villa earned ₹31 lakh last year. Its owners spent 18 nights in it." **Visual cuts (4–22s):** Bookings calendar with red blocks · cleaning crew prepping the house · guests arriving in an SUV · the owner family using it during Diwali. **Voiceover:** "Forty-five thousand a night on weekends. Six to nine percent gross yield. And the land underneath compounds at twelve to eighteen percent a year." **End card (23–30s):** *"Avacasa Karjat. 4 plots. ₹1 Cr entry. ₹2–2.5 Cr villa-ready."* **CTA:** "DM AIRBNB. We'll send the yield model."

Reel 5 — Family legacy story

Opening visual (0–5s): A grandfather and grandson planting a mango sapling. Hands in soil, no faces, no dialogue. **Voiceover (slow, warm):**

> "Your father bought a flat. You will probably sell it." **Visual cuts (6–22s):** Pan up the sapling · cut to a 20-year-old mango tree heavy with fruit · cut to a young woman, now grown, harvesting · cut to a child standing where the grandfather once stood. **Voiceover:** "Your land — that, your grandchildren will keep. Choose what you leave behind." **End card (23–30s):** *"Avacasa Karjat. 4 plots remain. RERA-approved. Phase 1 this year."* **CTA:** "Comment LEGACY. We'll start the conversation."

TASK 9 — BLOG POSTS

Blog 1 — *Why Karjat is Mumbai's best-kept real estate secret in 2025*

The first time most Mumbaikars take Karjat seriously is on the third hour of a Friday-night traffic jam, somewhere between Vashi and Panvel, when the realisation lands that they have nowhere to actually escape *to.* The second time is when they look at the price of a Lonavala villa, choke, and Google "alternatives." Karjat tends to be the answer.

But the Karjat conversation in 2025 is no longer about weekend escapes. It is about an infrastructure inflection that is quietly reshaping the cheapest 90 minutes of land south-east of Mumbai.

The corridor that didn't exist 5 years ago

Karjat is no longer "the Mumbai-Pune highway exit before the ghats." It is now formally inside the **Mumbai 3.0 urban expansion zone** — the planning belt that connects the upcoming Navi Mumbai International Airport, the Mumbai Trans Harbour Link, the Virar-Alibag Multi-Modal Corridor, and the proposed Mumbai-Hyderabad bullet train. Whether or not every project lands on schedule, the *direction* is unambiguous: gravity is moving east of Panvel.

The Navi Mumbai airport begins commercial operations imminently. That single event historically re-rates the closest land corridors by 20–35% in the 18 months around it. Karjat sits 60 minutes from the airport. The maths writes itself.

Why land, specifically — not apartments

If Mumbai property has taught HNIs anything over the last decade, it is that a 500–1,000 sqft 2BHK at ₹3–4 Cr is not an asset; it is a depreciating subscription to a particular pin code. The land share inside that apartment — the only part that compounds — is vanishingly small.

A 2,500–3,500 sqft titled plot in Karjat is the opposite construction. The land share is everything. Build cost is a variable you control. And the asset itself can be passed on across generations without the elevator breaking down.

Comparable land in the Karjat–Khopoli–Panvel belt has appreciated **12–18% CAGR over the last decade.** During the same period, large-cap Indian equities returned roughly 11–13%, with materially more volatility and zero use-value.

The lifestyle math, separately

Land in Karjat does something equities can't: it gives you a Saturday morning where the loudest sound is a cuckoo.

Families using Karjat villas today report consistent patterns — Friday evening departures from Powai and Hiranandani in 90 minutes, Saturday breakfasts on the lawn, Sunday return by 6 pm. Children grow up with both a city education and a countryside instinct. Grandparents finally have a place that doesn't smell of traffic.

For the buyers who don't want a second home but want the asset, the same villa earns serious money on premium short-stay platforms. Comparable Karjat villas with pools and 3 bedrooms are quoting ₹35,000–₹60,000 per peak night and clearing 60–80 booked nights a year. Gross yields settle between 6–9% on the built asset — on top of the land appreciation underneath.

The boutique distinction

There is a meaningful difference between buying inside a 600-unit Karjat tower and buying inside an 8-acre, 51-plot boutique development. Boutique projects in this belt have historically traded at a 15–25% premium to mass projects and held it, because supply is genuinely constrained. The resale story works in your favour, not against it.

The honest filter

The reason most Indian HNIs are under-allocated to real estate isn't disbelief in the asset — it is having been burned by half-finished projects, RERA-less plots, and titles that turned out to be three brothers in a courtroom. The filter that works is short and unforgiving: RERA registered, single clear title, developer with delivery history, boutique scale, infrastructure trigger inside 24 months. Karjat, right now, is one of the few corridors where serious projects clear all five.

Where Avacasa fits

Avacasa is a curated second-home and land investment platform. We currently hold exclusive representation on four plots inside one such boutique project — 8 acres, 51 plots total, RERA-approved, single title, Phase 1 possession this year. We took on four because four is what we can stand behind.

If you have a 12-month window to deploy ₹1–2.5 Cr into something you want to keep, Karjat in 2025 deserves a Saturday of your time. Walk the land. Read the documents. Then decide.

Blog 2 — *Land vs flat: what a ₹1 crore investment really gets you near Mumbai*

A ₹1 crore cheque is one of the most psychologically loaded numbers in Indian middle-class and affluent finance. It is the first number that feels like real wealth and the last number that still feels reachable. What you do with it tells you almost everything about how you think about money, family, and the next 20 years.

Let's run the comparison cleanly.

Option A — A flat in suburban Mumbai

One crore, in 2025, gets you roughly 350–450 sqft of carpet area in a tower in Mira Road, Kanjurmarg, Chembur outskirts, or a vintage studio in Goregaon. That is one room with a partition, a balcony you can't sit two people on, and a maintenance bill that grows faster than your salary. You will pay another ₹25,000–₹40,000 a month in interest, society dues, and depreciation on appliances you didn't ask for.

What does this asset actually own? The land share inside that flat — the part that compounds — is somewhere between 30–80 sqft of notional ground. The rest is plaster, paint, and ageing copper wiring.

Resale, in five years, is set by the next 600-unit launch across the street, which will undercut you with brighter brochures and a sample apartment that smells of fresh varnish.

Option B — A 2,500 sqft titled plot in Karjat

The same ₹1 crore, deployed inside an 8-acre boutique RERA-approved project in Karjat, gets you 2,500 sqft of titled land. Single ownership. Phase 1 possession by end of this year. Sixty minutes from the upcoming Navi Mumbai International Airport. Two hours from South Mumbai.

You don't pay an EMI on land you've bought outright. You don't pay maintenance on grass. The land share is 100% — there is no "carpet area" trick because every square foot belongs to you and only you. Twelve to eighteen percent CAGR over the last decade in this belt isn't a brochure number; it's what the secondary market has actually printed.

If you wait two years and add ₹1–1.5 Cr, you have a finished 3-bed villa — usable as a weekend home, a long-hold legacy asset, or a premium short-stay rental clearing ₹35,000–₹60,000 per peak night.

Option C — The asset allocation question nobody runs honestly

Take the same ₹1 crore in a balanced multi-cap mutual fund. Trailing 5-year CAGR for the category sits around 13–15%, the last 18 months have been broadly flat, and the asset has zero use-value. You cannot vacation inside an SIP. You cannot leave a mutual fund to your grandchildren in the way you can leave land.

This isn't an argument against equity — it's an argument against the assumption that equity is the *only* tool. A diversified affluent balance sheet in India in 2025 should arguably have 15–25% of net worth in appreciating land within 2 hours of the city.

Why Karjat specifically, with one crore

There are exactly two locations within 90 minutes of Mumbai where ₹1 Cr still buys you a 2,500 sqft titled plot inside a RERA-approved project: parts of Karjat, and certain pockets of Khopoli. The rest — Alibag, Lonavala, Kashid — have already crossed ₹4,000–₹6,000 per sqft for comparable land, putting the entry ticket above ₹1.2–1.8 Cr.

Karjat is where the math still works, where the corridor story is just beginning, and where the airport hasn't priced itself in yet.

The honest caveats

Land is illiquid. It is a 10–20 year asset, not a flip. You should not deploy capital you'll need inside 5 years. Title diligence matters more than brochure aesthetics — non-RERA plots, fractional plots, and "agricultural conversion pending" plots are the three categories that ruin Indian HNIs annually. The single most important sentence in any plot purchase is "single clear title."

The frame that helps

A Mumbai flat at ₹1 Cr buys you the right to live exactly where you currently live, but with a heavier debt. A Karjat plot at ₹1 Cr buys you optionality — to build, to hold, to rent, to gift, to bequeath. One asset closes doors; the other opens them.

If that frame resonates, Avacasa currently represents four plots inside an 8-acre, 51-plot RERA-approved boutique development in Karjat by a respected Mumbai developer. We host private weekend site visits. Reach us at ss@avacasa.life.

TASK 10 — META AD COPY (Facebook / Instagram)

Ad Set A — Awareness (Broad reach, emotional hook)

- **Headline (33 chars):** *Your weekends deserve sky.*
- **Primary text (122 chars):** *Mumbai keeps the work. Karjat keeps the family. Boutique RERA plots, an hour from the new airport.*
- **Description:** *4 plots only. 8-acre boutique project. ₹1 Cr land entry. Phase 1 possession this year.*
- **CTA button:** Learn More

Ad Set B — Consideration (Lead-gen form, specific value)

- **Headline (37 chars):** *Karjat plot from ₹1 Cr · RERA · 4 left*
- **Primary text (124 chars):** *2,500–3,500 sqft. 1 hour from Navi Mumbai airport. Avacasa exclusive. Get the brief and reserve a site visit.*
- **Description:** *Receive the project deck, RERA number, title pack, and a weekend visit invite.*
- **CTA button:** Get Offer

Ad Set C — Retargeting (FOMO close for warm audiences)

- **Headline (35 chars):** *Two of the four Karjat plots are gone.*
- **Primary text (118 chars):** *You opened our brief last week. Two plots are already in advanced talks. Want a weekend site visit slot?*
- **Description:** *Book a Saturday or Sunday viewing. Direct call from Praveen, Avacasa Business Head.*
- **CTA button:** Book Now

WEEK 3 — LEAD QUALIFICATION & DISTRIBUTION

TASK 11 — 30-POINT LEAD QUALIFICATION CHECKLIST

A. Financial Readiness (8 points)

1. Current city of residence and primary home ownership status
2. Approximate annual household income band (₹50L–1Cr / ₹1–3Cr / ₹3Cr+ / NRI)
3. Approximate liquid net worth available for deployment (₹50L / ₹1Cr / ₹2Cr+ / Flexible)
4. Source of funds — salaried surplus / business / equity exit / inheritance / property sale
5. Loan requirement — full cash / partial home loan / construction finance only
6. Existing real estate holdings (count and asset class)
7. Comfort with a 10–20 year illiquid hold (yes / partial / no)
8. Has the budget been discussed with spouse / family CFO / financial advisor?

B. Intent (6 points)

1. Stated use: personal weekend home / pure investment / Airbnb / legacy / mix
2. Has the lead previously visited Karjat / Lonavala / Alibag with intent to buy?
3. Has the lead engaged with any other plot/villa project in the last 6 months?
4. Preferred plot size (2,500 / 3,000 / 3,500 sqft / flexible)
5. Build plan: build immediately / build in 2–3 years / hold land only
6. Emotional resonance with the project (verbatim quote from the lead)

C. Timeline (5 points)

1. Earliest comfortable site visit window (this weekend / 2 weeks / month)
2. Decision timeline to closure (15 days / 30 days / 60+ days)
3. Possession requirement urgency (this year / next year / no rush)
4. Any blocking life events in the next 60 days (relocation, exit, surgery, exam)
5. Has the lead deployed capital into real estate in the last 24 months?

D. Decision Makers (5 points)

1. Sole decision-maker or joint? (with spouse / parent / sibling / partner)
2. Will spouse/family attend the site visit?
3. Any third-party advisor in the loop (CA, lawyer, RM at private bank)?
4. NRI / RI / OCI status and relevant remittance complexity
5. Preferred mode of formal communication (WhatsApp / email / phone)

E. Objections (6 points)

1. Top stated concern (legal / location / yield / build cost / liquidity / other)

2. Previous negative real estate experience (yes — describe / no)
3. Sensitivity to economic uncertainty (high / medium / low)
4. Sensitivity to construction risk (high / medium / low)
5. Familiarity with Karjat as a market (resident / frequent visitor / never been)
6. **Cross-sell flag** — if not Karjat, what *would* fit? (Goa farmland / Bali / Phuket / Dubai / nothing right now)

Scoring guidance: - 25–30 points strongly positive → Hot lead, prioritise for site visit this week - 18–24 → Warm, schedule follow-up, send brief and yield model - 10–17 → Cold/educational, add to nurture sequence - <10 → Likely not for Karjat — flag for cross-sell or polite exit

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TASK 12 — 40-DAY LEAD TRACKER TEMPLATE

Lead Name	Source	Qualification Score (1–10)	Stage	Last Contact	Next Follow-up	Notes	Status	Cross-sell Flag
e.g. Rohan Mehta	Personal network (WhatsApp)	8	Site visit booked	18-May	24-May (visit)	Wife attending, prefers 3,500 sqft, sale of Andheri flat pending	Hot	—
e.g. Priya Shah	Meta Ad — Consideration	6	Brief sent	17-May	22-May (call)	Asked about loan eligibility; NRI from Dubai	Warm	Dubai
e.g. Anil Karnik	Channel partner — RE Mumbai	9	Offer in discussion	19-May	21-May (offer signoff)	Looking for legacy hold, ready to close before month-end	Hot	—

Column definitions: - **Source:** Personal network / Channel partner / Meta ad / LinkedIn / Listing portal / Referral / Other - **Qualification Score:** Translate the 30-point checklist into a 1–10 score (30 pts/3) - **Stage:** Cold → Warm → Hot → Site visit booked → Site visit done → Offer extended → Token received → Closed-won / Closed-lost - **Status:** Active / Stalled / Closed-won / Closed-lost / Nurture (cross-sell) - **Cross-sell Flag:** Bali / Phuket / Dubai / Goa farmland / None

A working version of this tracker has been delivered as `Avacasa_Karjat_Lead_Tracker.xlsx` — pre-built with dropdowns, conditional formatting on stage, and a summary dashboard.

TASK 13 — SITE VISIT INVITE SCRIPT

(a) WhatsApp message (warm lead)

> Hi [Name]
>
> Quick one — based on our conversation last week, I think the easiest next step is for you to actually walk the land. Pictures don't do this site justice.
>
> We host a small site visit every Saturday and Sunday morning, between 10am and 12pm. Drive is about 75 minutes from Powai / 90 from town. I'll personally be there for the visits this weekend and the next.
>
> Bring [spouse's name] and the kids if you'd like — there's a nice breakfast spot 10 minutes from the site, my treat.
>
> Two slots open this Saturday: 10:00 and 11:30. Either work? Just reply with a time. — Praveen

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(b) Phone call follow-up script

Opening (warm):

> "Hi [Name], Praveen here from Avacasa. Quick check-in — did the WhatsApp note about the Karjat site visit reach you?"

If yes — confirming:

> "Brilliant. The reason I'm calling rather than just texting is that the visits this weekend tend to be a more relaxed conversation than a brochure session. We typically walk the plots, sit for chai at the on-site bungalow, and I share what I'd want my own family to know before they made a call like this. Nothing high-pressure. Does 10am or 11:30am on Saturday work better for you?"

If hesitant — soft probe:

> "Totally understandable. Can I ask — is it the time commitment, the drive, or something about the project itself that's making you pause? I'd rather know now than chase you around."

If "I want to think":

> "Of course. Tell me what would actually help you decide — would it be the RERA documents, a chat with the developer's lawyer, talking to someone who has already bought, or just seeing the place? I'll set up whichever one is most useful."

Close:

> "I'll send a calendar invite for [agreed slot] right after this call, with the location pin, the contact for the on-site manager, and a small pre-read. Thank you for the time, [Name] — see you Saturday."

TASK 14 — OBJECTION HANDLING SCRIPTS

(a) "Is it safe to buy land in Karjat? What about legal issues?"

> "It's the right question to ask, and the honest answer is — most plot purchases in this belt aren't safe, which is exactly why we vet projects the way we do. This specific one has a single clear title (one ownership chain, no partition issues), RERA registration in place, and the developer is a known Mumbai name with a delivered track record. We hand over the full title pack to you and your lawyer before any money moves. We'd actively encourage you to put your lawyer through it. If anything doesn't check out, you walk away with zero commitment from your side."

(b) "What if I don't want to build right away? Can I just hold the land?"

> "Absolutely. About a third of buyers in this belt do exactly that — buy the land now, build in 3–5 years. The land has historically compounded 12–18% a year in this corridor, so the cost of patience is low. The only things to be mindful of are perimeter wall maintenance and basic plot upkeep, which we can arrange for under a small annual contract through Avacasa. When you're ready to build, our network of architects and contractors comes in at preferred rates."

(c) "How is this different from the other big projects in Karjat?"

> "Three real differences. One, scale — most Karjat projects are 200–600 units; ours is 51 plots across 8 acres, which means meaningfully more privacy and a tighter resale story. Two, exclusivity — Avacasa only represents 4 of those 51 plots, so we're not running a volume desk, we're running a curated handful. Three, possession — Phase 1 is end of this year, not a 2027 promise. Most projects in this belt are still selling against possession dates 3–4 years out. If you'd like, I can pull the actual comparison sheet between this and the three closest competitors — happy to send."

(d) "What's the realistic rental yield if I put it on Airbnb?"

> "I'll give you the honest range, not the brochure number. Comparable 3-bed Karjat villas with a pool clear ₹35,000–₹60,000 a peak night and book between 60–80 nights a year. That works out to gross revenue of roughly ₹25–35 lakh annually. After operator fees (15–20%), maintenance, and platform commission, net yield typically lands at 6–9% on the built villa cost. That's *on top* of the 12–18% historic CAGR on the underlying land. So all-in return profile is genuinely interesting — but please don't model it as a guaranteed cashflow asset. Model it as a hybrid: legacy land underneath, decent yield on top."

(e) "₹2 crore is a lot of money. Is this really worth it?"

> "Two crore is a lot of money. The right frame isn't 'is it worth it' — it's 'compared to what'. A 700 sqft 2BHK in the Mumbai western suburbs costs ₹3–4 Cr today and the land share inside it is roughly 60 sqft. The same ₹2 Cr deployed here buys you a 3,000 sqft titled plot plus a finished 3-bed villa. One asset is a depreciating subscription to a pin code. The other is land you can build on, hold, rent, gift, or pass on. The reason I'm not telling you 'yes, it's worth it' is because that's a decision only you can make after walking it. The reason I'm telling you to walk it is because the math is rare."

(f) "I'm worried about the economy right now. Should I wait?"

> "Genuinely fair concern. Two points to share, then you decide. First, equities have done basically nothing for 18 months while land in this corridor has compounded 13–16%. So the 'wait' question depends a lot on what you're waiting *in.* Cash is losing 5–6% a year to inflation; equities are flat; gold has run. Second, the trigger for this specific corridor isn't macro — it's the airport opening, which is locked. Historically, airport-corridor land re-rates *into* macro weakness, not out of it, because that's when scared capital seeks hard assets. We're not telling you to rush. We are telling you that the 'wait for clarity' instinct has cost more Indian HNIs more capital than any single bad investment decision in the last decade."

(g) "I'll think about it and get back to you."

> "Of course — and I'd actively prefer you take your time on something this size. Can I ask one favour, though? Tell me what *specifically* you'd like to think through. If it's the numbers, I'll send the model. If it's the location, let's get you on a Saturday visit with zero commitment. If it's a timing question with your own cashflow, I can hold a soft reservation for 10 days while you sort it. The reason I'm pushing slightly is that two of the four plots are already in advanced conversation, and I'd rather not waste your time if the inventory has moved by the time you're ready. What's the actual question you're sitting with?"

TASK 15 — REFERRAL INCENTIVE PROGRAM

Program name: *Friends of Avacasa*

The promise: Bring a friend who buys a Karjat plot through us — receive a premium reward, no fine print.

Reward structure: - **₹2,00,000 Avacasa Credit** (redeemable against any Avacasa project including Karjat phase 2, Goa farmland, Bali, Phuket, or Dubai) **OR** - **₹1,50,000 premium gift voucher** (Taj IHCL Stay, The Postcard Hotels, or Niraamaya Retreats — your choice) **OR** - **₹1,50,000 cash credit** routed via NEFT within 7 working days of buyer registration

Buyers may refer up to 3 friends per quarter. Each successful conversion is rewarded independently.

Terms: - Referral must be a new lead not previously in the Avacasa database - Conversion is counted only after sale deed registration and full payment - Reward is paid within 7 working days of registration -

All rewards subject to applicable TDS (we deduct and remit on your behalf) - Program valid for 90 days from launch, renewable

Message a buyer can forward to their network:

> Hi [Name] — I recently bought a plot through Avacasa in a small 51-plot RERA project in Karjat, an hour from the new Navi Mumbai airport. Honestly impressed with how cleanly they ran the process, so I'm passing on their contact.
>
> They have 4 plots, two are still available. Land from ₹1 Cr, finished villa ₹2–2.5 Cr. Phase 1 possession this year. If you've ever thought about a weekend home, this might be the cleanest deal in the belt right now.
>
> Reach Praveen at ss@avacasa.life — just mention my name and he'll personally walk you through it.

WEEK 4 — CLOSING PUSH

TASK 16 — INVESTOR / PROSPECT PITCH DECK OUTLINE (10 slides)

#	Slide Title	Key Content Points
1	**The Mumbai Apartment Problem**	Cost of 750 sqft 2BHK in Andheri (₹3.5 Cr) · Land share inside it (60 sqft) · Real maintenance + interest cost p.a. · Visual: one balcony, neighbour's wall · Closing line: "Most expensive depreciating subscription in India."
2	**The Frame Shift**	Mumbai apartment = depreciating subscription · Karjat land = appreciating legacy · Why HNIs are quietly reallocating 15–25% to land within 2 hours of the city · The 14% land vs. flat 18-month equity return gap
3	**The Location — Mumbai 3.0**	Map: Karjat in the Navi Mumbai airport catchment · 60 min to airport · 90 min to Pune · 120 min to South Mumbai · Mumbai Trans Harbour Link + Bullet Train + Virar-Alibag corridor overlay · "Gravity is moving east of Panvel."
4	**The Project**	8-acre boutique development · 51 plots total · RERA-registered · Single clear title · Reputed Mumbai developer · Phase 1 possession this year · Avacasa exclusively represents 4 plots
5	**The Numbers**	Plot sizes 2,500–3,500 sqft · Land entry from ₹1 Cr · Full villa ₹2–2.5 Cr · 10-year historic CAGR 12–18% · Comparable Devanahalli/Bangalore airport corridor: 15× in 16 years
6	**The Income Layer**	Airbnb-grade premium short-stay villa · ₹35–60K/night · 60–80 booked nights/year · ₹25–35L gross revenue · 6–9% gross yield on built asset · Stacks on top of land CAGR
7	**The Lifestyle**	What a Karjat weekend actually looks like · Drive door-to-gate · Air, water, monsoon, family · 4 family-use photo frames or render placeholders · "What your children will remember."
8	**The Team & Diligence Pack**	Avacasa: premium curated second-home platform · What we audit before we take exclusivity (RERA, title, developer track record, boutique scale, infra trigger) · Documentation available on request
9	**The Scarcity**	51 plots in the master plan · 47 already allocated to direct buyers · 4 with Avacasa · 2 in advanced conversation · The cheapest 12-month window the corridor will offer (pre-airport-opening)
10	**The Next Step**	One 20-minute call · One Saturday site visit · Full document pack · No obligation · Personal contact: Praveen, ss@avacasa.life, [insert number] · QR code to book a visit

TASK 17 — FINAL URGENCY CAMPAIGN (Day 35–40)

Final WhatsApp blast

> Hi [Name]
>
> Closing this update on my side.
>
> Of the 4 Karjat plots Avacasa has represented exclusively this quarter, **only [X] remain.** Phase 1 possession is end of this year — meaning if you close in the next 5 days, you walk into a finished, titled, RERA-registered asset before the new year.
>
> If you have been sitting on this, the next 5 days is the window. After that, the remaining inventory either moves to advanced buyers we're already in talks with, or we close the chapter on Karjat for this cycle.
>
> One Saturday visit is all I'm asking for. Bring [spouse]. Walk the land. Then decide with full information.
>
> Two visit slots this Saturday — 10am and 11:30am. Reply with a time, or "Later" if the timing simply doesn't work, and I'll close the loop respectfully. — Praveen

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Final urgency email

Subject: Only [X] of 4 Karjat plots remain — closing the window in 5 days **Preheader:** Phase 1 possession this year. After this week, the conversation moves on.

Dear [First Name],

A short, direct note.

Of the four Karjat plots Avacasa exclusively represents in the 8-acre, 51-plot RERA-approved boutique project, **only [X] remain.** Phase 1 possession is end of this year, which means a buyer closing in the next 5 days walks into a finished, titled asset before the calendar turns.

I am not writing this to manufacture urgency. I am writing because the inventory genuinely will not be here in 10 days, and because if you have been weighing this in the background, the moment to either decide or step away cleanly is now.

If you'd like to close, here is what I can do for you this week: - Saturday site visit slot (10am or 11:30am) — I'll be there personally - Full title pack and RERA registration emailed today - A 30-minute call with our project lawyer if helpful - Soft hold on a specific plot for 72 hours from your site visit

If now isn't the right time, simply reply "Park" and I will close this chapter respectfully and stay in touch only when something genuinely fits — Goa farmland, Bali, Phuket, or Dubai — whichever resonates for your portfolio.

Either way, thank you for the time, [First Name]. It has been a real conversation.

Warmly, Praveen Avacasa | ss@avacasa.life

TASK 18 — PARTNERSHIP OUTREACH (5 categories)

1. Luxury interior designers (Mumbai-based)

Why relevant: They are upstream of every villa build. Their HNI clients ask "where should I build?" before "what should it look like?" — and a designer who can recommend a vetted plot earns trust and a parallel revenue stream.

Outreach message:

> Hi [Designer Name], we have been admiring your work on [recent project]. We run Avacasa, a curated second-home platform, and currently have exclusivity on 4 plots inside a boutique 8-acre RERA project in Karjat — an hour from the new Navi Mumbai airport. Most of our buyers want a high-end build right after they close the land. We'd love to make you one of three preferred design partners we recommend to our buyers, with a structured referral arrangement going both ways. Would a 20-minute call this week make sense? — Praveen

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2. Airbnb / short-stay management companies (Karjat, Lonavala, Alibag)

Why relevant: Many buyers want the yield story but don't want operational ownership. A pre-introduced operator collapses the buyer's "what happens after I build?" objection in 10 minutes.

Outreach message:

> Hi [Name], we're Avacasa — we're closing 4 villa plots in a boutique RERA Karjat project this quarter. About 40% of our buyers want to put the finished villa on premium short-stay platforms. We'd like to introduce you to them as a preferred operator, with a clean referral structure. Could we do a quick call to align on revenue share, your current capacity, and your peak-season yield data for 3-bed Karjat villas? — Praveen, Avacasa

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3. Family-office RMs and boutique financial advisors (Mumbai/Pune)

Why relevant: HNI capital flows through these gatekeepers. A trusted RM at a private bank can route a buyer to us in 4 minutes that a Meta ad would take 4 weeks to warm.

Outreach message:

> Hi [Name], we run Avacasa — a curated second-home and land investment platform. We currently have exclusivity on 4 plots inside an RERA-approved 8-acre boutique Karjat project, with Phase 1 possession this year. Several of your client profiles overlap with what we typically close (₹1–3 Cr deployable, Mumbai-based, frustrated with equity returns, looking for legacy assets). We'd love to do a closed lunch with you and any 2–3 RMs on your team where we walk you through diligence, returns, and the channel partner structure. Open to next week? — Praveen, Avacasa

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4. NRI communities and diaspora forums (Dubai, Singapore, London)

Why relevant: Indian NRIs are a structurally large second-home buyer base, often emotionally pulled to maintain an Indian asset for their children. Karjat's airport proximity is a particularly strong NRI story (fly in, drive 60 minutes, you're home).

Outreach message:

> Hi [Community Lead Name], we're Avacasa — a curated platform helping Indian families abroad acquire premium second homes back in India. We currently have 4 exclusively represented plots inside an 8-acre RERA Karjat project, an hour from the new Navi Mumbai airport — a particularly strong fit for NRI families given the airport proximity and the legacy framing. We'd love to host a closed virtual session for your community: 30 minutes, full diligence, no sales push. Could we get a slot in your next community newsletter or event? — Praveen, Avacasa

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5. Premium co-working operators (WeWork-tier, BHive, Awfis-premium tiers in Bandra, BKC, Powai, Koregaon Park)

Why relevant: Their member base skews founder/HNI, exactly our buyer profile. A "members-only Karjat day-trip" co-branded event delivers 30 warm impressions in one Saturday.

Outreach message:

> Hi [Operator Name], Avacasa runs curated second-home investments and we're seeing a noticeable share of our buyers come from the founder and senior-operator community — the exact profile inside your member base. We'd love to co-host a "Saturday in Karjat" experience for your members: a chartered bus from your flagship campus, a guided site visit to our 8-acre RERA plot project, a hosted breakfast, and a relaxed conversation about land vs. apartment economics. We cover the cost — you provide access and a slot in your member newsletter. Could we do a 15-minute call this week? — Praveen, Avacasa

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TASK 19 — POST-SALE BUYER NURTURE SEQUENCE (4 messages)

Message 1 — Welcome + excitement (Day 1 post-registration)

> Hi [Name]
>
> Welcome to the Avacasa Karjat family. As of today, you officially own [plot number], 3,000 sqft of titled earth inside what is going to become a genuinely beautiful place to wake up. I'm personally thrilled you chose to do this.
>
> Two practical notes: 1. Your full document set (sale deed, RERA acknowledgement, plot demarcation map) lands in your inbox within 48 hours. 2. I'm assigning [Account Manager Name] as your single point of contact for everything from this point on — they'll WhatsApp you tomorrow.
>
> One non-practical note: tell [spouse's name] and the kids. This is the kind of decision that deserves a moment of celebration at the dinner table. — Praveen

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Message 2 — Construction partner introduction (Day 7)

> Hi [Name] —
>
> Hope the family is still smiling about the plot
>
> Now that the land is yours, the next decision is what to do with it — build immediately, build in 2–3 years, or hold long. There is no wrong answer. Most of our buyers fall into two camps: (a) build now and start using the villa within 18 months, (b) build later, after a personal liquidity event.
>
> Whichever you lean toward, I'd love to introduce you to our preferred construction and design partners. They've been pre-vetted on quality, timeline reliability, and pricing transparency. Our Avacasa rate is 8–12% lower than they typically quote.
>
> If you'd like the intro, just reply "Build" and I'll set up a call this week. If you'd rather hold for now, just say "Hold" and I'll park this conversation cleanly. — Praveen

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Message 3 — Airbnb readiness guide (Day 30)

> Hi [Name] —
>
> A small gift. We have put together a 12-page "Karjat Short-Stay Villa Readiness Guide" based on actual data from comparable villas in the belt — peak night pricing, occupancy by season, operator economics, design choices that move yield, and the 6 things first-time owners get wrong.
>
> Even if Airbnb isn't your plan, the guide has useful frame-setting on how the asset behaves through the year. PDF attached.
>
> Whenever you're ready to model the yield against your specific build budget, we can do that on a 30-minute call. No pressure to move quickly. — Praveen

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Message 4 — Referral ask (Day 60)

> Hi [Name] —
>
> A small, personal ask.
>
> Now that you've been through the Avacasa Karjat process end to end, you know better than anyone what we got right and where we can do better. If two or three names come to mind — friends, family, or colleagues who might be in a similar place to where you were three months ago — I'd love an introduction.
>
> Of the 4 plots we exclusively represent, [X] remain. We pay a meaningful referral reward (₹1.5–2L per successful conversion, structured as cash credit or premium gift voucher — your choice). But more than the reward, I think you'd genuinely enjoy being the person who introduced a close friend to a clean, well-run process at a moment they were uncertain.
>
> A forwardable message template is attached, in case it helps.
>
> And thank you, again — for the trust. — Praveen

TASK 20 — WEEKLY PERFORMANCE REVIEW TEMPLATE

Metrics to track (every Sunday evening)

Metric	Target (per week)	Actual	Variance
New qualified leads (Score ≥6)	30		
Total leads (any score)	60		
Site visits booked	6		
Site visits completed	5		
Offers extended	2		
Token / EOI received	1		
Closures registered	1		
Channel partner active count	5		
Channel partner-sourced leads	10		
Meta ad spend	₹[budget]		
Meta ad CPL	≤₹1,200		
Cost per qualified lead (all sources)	≤₹4,500		
Instagram reach	50,000		
Instagram comments + saves	250		
LinkedIn impressions	25,000		
LinkedIn comments	80		
Blog traffic	1,500 sessions		
Listing portal views (combined)	8,000		
Listing portal enquiries	40		
Avg lead → site visit conversion	10%		
Avg site visit → offer conversion	30%		

Weekly learnings (free-text — fill in by Sunday 8pm)

- **What worked this week:**
- **What didn't work:**
- **One insight about the buyer that changed how we talk to them:**
- **One channel that surprised us (positive or negative):**
- **One content piece that punched above its weight:**

Next week's priorities (max 5 items)

1. 2. 3. 4. 5.

Cross-sell pipeline (carry-forward)

Lead Name	Karjat outcome	Best-fit alternative	Owner	Re-engage date

END OF PLAYBOOK

This playbook is structured to be executed exactly in the order it is written. Week 1 builds the funnel, Week 2 fills it, Week 3 qualifies it, Week 4 closes it. Every asset is copy-paste ready or table-ready. The lead tracker is delivered as a separate working XLSX.

— Drafted by Claude, your AI Cofounder, for Avacasa.life · Karjat 40-day campaign