



**INNOVATION AND DIFFERENTIATION**  
OUR DNA ESSENCE..

**EST**  
FEASIBILITY  
STUDIES AND  
PROJECT STRUCTURING

**GRC**  
PROJECT  
DEVELOPMENT  
MANAGEMENT

**ARQ**  
ARCHITECTURAL  
DESIGN

**DSN**  
INTERIOR DESIGN  
& PRODUCT DESIGN

**PCD**  
BRANDING &  
ADVERTISING  
FOR REAL ESTATE  
PROJECTS

**VNT**  
REAL  
ESTATE  
SALES

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# OUR COMPANY

## **WHO WE ARE**

We are a South American-based group of highly qualified, interdisciplinary professional. Our team includes; Architects, Engineers, Financial advisors, Graphic and Product Designers; focused on the real estate projects creation and development. We are based on Medellin serving all national territory and overseas.

We are committed with the achievement of the management objectives and goals planned for own and third-party customers projects, including private clients or government entities. The achievement of these objectives is shown through obtaining the rate of estimated earnings, and the adequate execution of fees and profit, maintaining the highest standards of creativity, quality, time and cost control.

## **WHAT WE DO**

Our Experience gained for more than 7 years in the market, gives us the capacity and readiness to break common schemes, creating new alternatives based on innovation and differentiation, principles applied in the services we offer.

EST + FEASIBILITY STUDIES AND PROJECT STRUCTURING

GRC + PROJECT DEVELOPMENT MANAGEMENT

ARQ + ARCHITECTURAL DESIGN

DSN + INTERIOR DESIGN & PRODUCT DESIGN

PCD + BRANDING & ADVERTISING FOR REAL ESTATE PROJECTS

VNT + REAL ESTATE SALES

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# ENERGY LIVING

Luxury residences with a Hotel suite operation model for singles, couples or short-stay visitors with areas between 53m<sup>2</sup> and 130m<sup>2</sup>, with modular and flexible spaces allowing different interior designs typologies.

The pool roof is a habitable open terrace with beautiful scenic views of the city where gym and wet areas are located as well. At the very first level the lobby features a fine gastro bar for the residents and visitor's enjoyment.

Beginning of Construction: August 2014  
 Construction Completed on: October 2015  
 Constructed area: 12,114.96 m<sup>2</sup>  
 100% units sold at end of the construction.



## WINNER

BEST PROJECT  
 OF VERTICAL HOUSING  
 OF LATINAMERICA

*Nominated for Archdaily.com Building of the year Awards /2017, and included in top 5 finalist projects worldwide.*



# BUSINESS LINES

## **EST**

+ FEASIBILITY STUDIES AND PROJECT STRUCTURING

We understand real estate market and we look for business opportunities through development of innovative and differentiated real estate projects

## **GRC**

+ PROJECT DEVELOPMENT MANAGEMENT

We integrate diverse aspects of management, legal, technical, commercial and economic-financial disciplines into the project management, ensuring quality, performance and profitability.

## **ARQ**

+ ARCHITECTURAL DESIGN

We interpret ideas, concepts and lifestyles to translate them into architectural masterpieces. Spaces for the modern human being, his life and it's work, through the flexible practice of creativity and accuracy, a property of technique.

## **DSN**

+ INTERIOR DESIGN & PRODUCT DESIGN

We develop, conceptualize and manage interior design and product design projects, to offer a complete and unique experience in the developments we contribute.

## **PCD**

+ BRANDING & ADVERTISING FOR REAL ESTATE PROJECTS

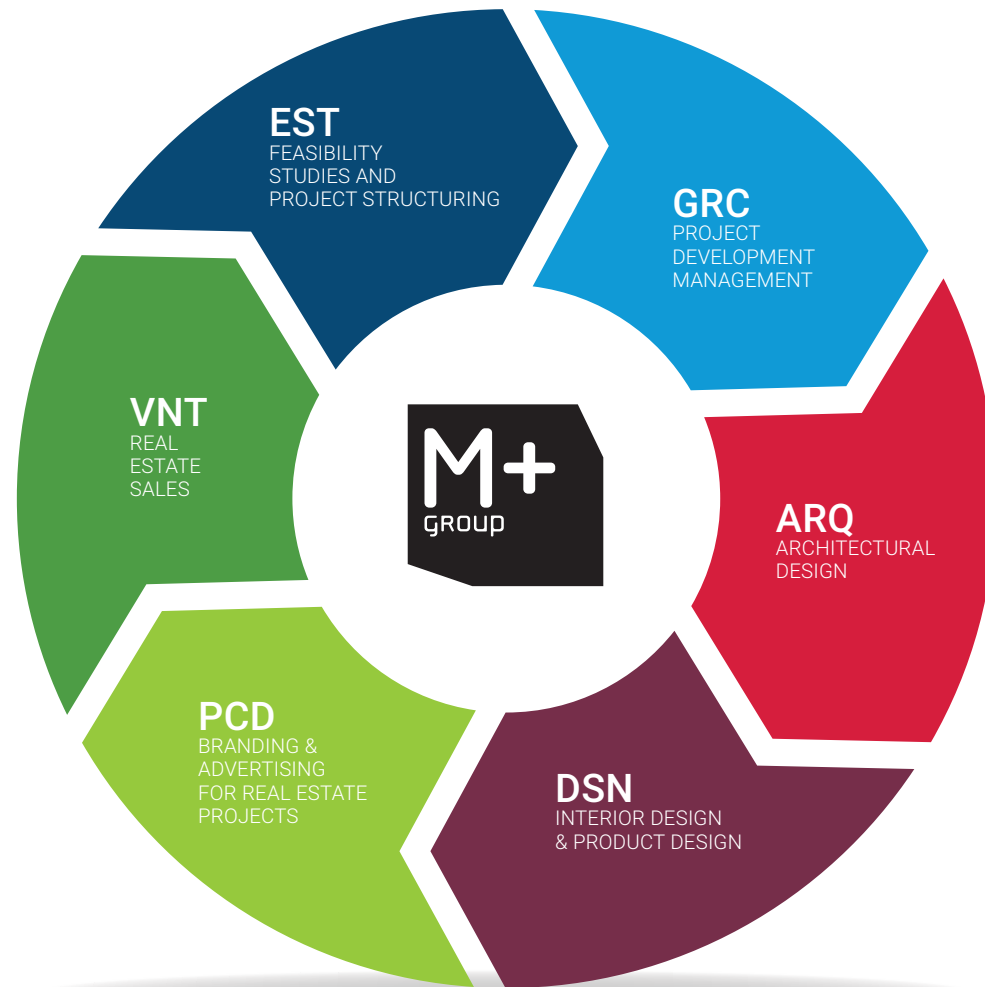
We imagine and create highly creative advertising pieces, through the use of optimal strategies, transforming each development into unique and successful project

## **VNT**

+ REAL ESTATE SALES

We trade a wide variety of real estate projects generating cordiality and trust with our future business partners. Facilitating our client's dream to live unique homes and spaces.

# BUSINESS LINES



# ALLIES

## SUPPORT OF



## OUR ALLIES



## SOME CUSTOMERS



## EST

### FEASIBILITY STUDIES AND PROJECT STRUCTURING

We understand real estate market and we look for business opportunities through development of innovative and differentiated real estate projects. Our proven structuring methodology allows us to offer cost-effective, technical and legal security and feasibility of the projects, through the clear and precise assignment of responsibilities and tasks.

Our structuring services include the exploration and engagement of strategic allies and investors, we also foster the correct process development taking your business to success.





## WHAT WE DO



### TECHNICAL FEASIBILITY

- Project Environment Integration Analysis
- Project Long-term Needs Identification and assessment.
- Project Systems Analysis and Implementation of Constructive Methods
- Project integration with applicable standards (P.O.T., E.O.T., P.B.O.T., Master plan, among others). For domestic and overseas markets.



### ENVIRONMENTAL FEASIBILITY

- Environmental schemes management.
- Sustainability considerations.



### SOCIAL FEASIBILITY

- Project surroundings integration
- Project Development definition



### LEGAL FEASIBILITY

- Legal development vehicle.
- Partners and stakeholders' agreements.
- Tax management planning.



### FINANCIAL FEASIBILITY

- Pre-investment budgets estimation
- Innovative capital structure usage
- Tax valuation planning



### COMMERCIAL FEASIBILITY

- Market research
- Marketing Strategy
- Early opportunities identification
- Value proposition structuring

# METHODOLOGY



## STAGE I COLLECTING

- Urban planning tools validation
- Property technical evaluation
- Benchmark research
- Investment climate assessment.
- Macroeconomic expectations assessment.
- Competitors typification



## STAGE IV PROMOTING

- Marketing and advertising plan
- Implementation final budget
- Execution scheduling develop
- Financial project closure



## STAGE II ANALYSIS

- Property proof-of-ownership research
- Normative and urban study.
- Analysis of useful areas, assignments and boundaries.
- Environmental studies.
- Permits and licenses evaluation
- Basic architectural scheme design
- Tax scheme design.
- Financial parameters creation



## STAGE III PLANNING

- Master plan creation
- Architectural program creation
- Infrastructure evaluation.
- Roads and equipment evaluation
- Schematic architectural designs
- Legal vehicles development
- Execution scheduling develop
- Execution fees evaluation

# GRC

## PROJECT DEVELOPMENT MANAGEMENT

We integrate all administrative, legal, technical, commercial and economic-financial aspects of projects we manage, in accordance with the owners and stakeholders' policies, agreements and decisions.

We incorporate management methodologies in a specialized manner, with the purpose of ensuring our client and their projects best interests.

Our integral management of project development involves all stakeholders, in order to avoid deviations of costs and deadlines. We ensure the project quality, performance and profitability.



## METHODOLOGY



### STAGE I **SHAPING**

The project management teams and their coordination. Most commonly described as design committee, construction committee, technical committee, board of partners.



### STAGE IV **PARTICIPATING**

In the pre-operational design and construction committees, verifying designs and specifications to comply with all the recommendations given by the commercial department, and achieve the goals committed by the feasibility study.



### STAGE II **DEFINING**

The policies, procedures, rules and attributions for each person involved in the project development, establishing parameters for risk management and its mitigation, as well as the hiring of the according insurances.



### STAGE V **REPORTING**

Periodically to the organisms and / or owners about the general status of a project, the progress of the activities and the tasks commended to the management team.



### STAGE III **SUPERVISING**

The accounting and ensuring the optimal updating and maintenance, in accordance with the standards accepted by the local statutory provisions and the partners requirements.



### STAGE VI **WORKING**

Together with the External Auditor, in the evaluation of quotes available.

# ARQ

## ARCHITECTURAL DESIGN

We translate ideas, concepts and lifestyles into stylish architecture and spaces for the human being, life and work, using the flexible and balanced practice of creativity and accuracy a property of professional technique.

We create unique spaces, full of life and light. We make perfect blends between the natural life and the urban style, between conventional and new concepts.

During our experience years, we have developed and designed more than 300 projects for local, national and international clients in many sectors such as:

- Residential (Single Family and Multifamily).
- Institutional / Government.
- Health
- Commerce



## METHODOLOGY



### STAGE I CONCEPT

General project guidelines through schematics drawings



### WE ARE BIM READY

We are aligned with the best technological practices worldwide. We develop our projects under BIM methodology (Building Information Modeling) technology, collaborative work methodology for the creation and management of construction projects, which provides benefits to the integral management of projects, from their conception and design to their construction and asset management.



### STAGE II PROJECT DEVELOPMENT

Concept evolution to general for the project through Sections, elevations and perspective views.



### STAGE III CONSTRUCTION DOCUMENTS

Evolution of the general idea of the project and addition of information to execute the construction from the architectural point of view, include:

- Location
- Plants, sections, elevations, roof plans, etc.
- Location of electrical appliances.
- Lighting design and specification
- Detailed specification of materials.
- Technical drawings coordination.

# DSN

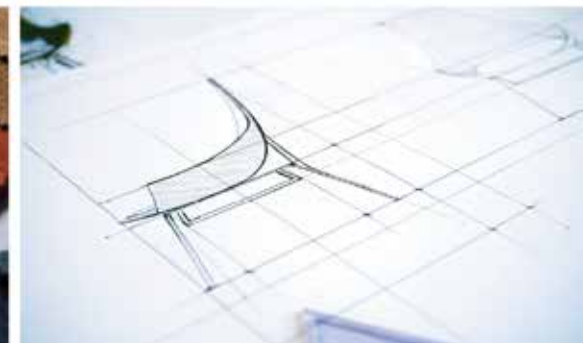
## INTERIOR DESIGN & PRODUCT DESIGN

We design, develop and manage interior design and product design projects, complementing the architectural projects designs goals.

We create stories, identity and experiences in residential and commercial interiors. Using creative design, we transform spaces into places showing its unique lifestyle reflecting personality and character.

We focus on product design for interior design projects creating new products on these categories:

- Furniture.
- Lighting.
- Accessories.
- Signaling.



## METHODOLOGY



### STAGE I **PLANNING**

Tracking of trends and analysis of the needs of the client / user as a starting point to define the creative direction of a design.



### STAGE II **DEVELOPMENT**

Design Development, and specification documents creation.



### STAGE III **DESIGN**

Design alternatives generation, using design thinking tools and client involved design. We generate spaces and products answering the user needs and wishes, from function, usability and aesthetics.



### STAGE IV **MATERIALIZATION**

Production Management applied to the space or product designed.

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# PCD

## BRANDING & ADVERTISING FOR REAL ESTATE PROJECTS

We generate advertising pieces, highly creative, selecting and implementing optimal strategies. We convert each project into unique and successful product.

Establishing guidelines for differentiation and reputation, we provide clear and creative solutions emitting direct messages and identifying the rationale of each project, we target every audience to reach them in an emotional manner.



## WHAT WE DO



### NAMING

We implement memorable and distinctive names representing brands or projects.



### BRANDING

We create distinctive logos reflecting the desired image through shapes, colors, typographies and images giving life and good remindability.



### CONCEPT

We establish communication concepts according to the target audience and brand or project soul and language.



### CAMPAIGNS

Advertising campaigns conceptualization and implementation in different media sources, such as: billboards, press releases, sales room communication, among others.



### PRINTED

We develop printed materials helping to communicate the project's benefits. these materials include: brochures, folding pieces, flyers, direct mail, flipcharts, among others.



### SIGNAL

We mark spaces with clear and functional designs, visually striking with innovative designs, materials and forms.

# METHODOLOGY



## STAGE I PLANNING

Diagnosis and planning for brand or project positioning, defining the best way to be communicated and perceived by the target audiences, as well as how it should be faced with similar brands or projects.



## STAGE II IMAGE

We bring to life the brand strategy through names, logos, colors, typographies, language and images. We highlight brand values creating easily, recognizable and memorable brand identities.



## STAGE III STRATEGY

We establish a brand strategy defining the concept and different components of its DNA positioning, such as: personality, who it is, what it represents and how it differs from the competition.



## STAGE IV APPLICATION

We integrate the brand or project image and feeling to contact points and communication channels existing with the target audience. We generate solid and coherent identities in terms of form and message.

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# VNT

## REAL ESTATE SALES

We sell residential and commercial real estate projects, We support our clients in the achievement of their goals, associated with the real estate business.

We efficiently manage properties sales through planning and control processes.

We generate confident relationships with future buyers and business partners, bringing closer their dream of inhabiting homes and unique spaces.



## METHODOLOGY



### STAGE I ADVISING

Our qualified team committed to the client goals, trained to properly interpret our client needs providing comprehensive advice, before, during and after the acquisition of a property.



### STAGE II INFORMING

Our methodology based on consultative sales model allows us to approach clients in a natural way recognizing their needs, priorities and wishes. We provide appropriate and accurate information about the units and projects we sale.



### STAGE III REVIEWING

Continuously we monitor and check client and business partners status. We report about the progress and projects news, as well about the promotional plans and benefits they can access.



### STAGE IV SUPPORTING

We support our clients and business partners in the property delivery process. We verify the fulfillment of agreements made in business development process. We take part in the happiness, associated with the realization of getting a dream house.



### STAGE V ATTENDING

We offer full support in the purchase process (financial, logistic, trust, among others), supporting also the creation and gathering of information associated with the business formalization.

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