



The Real Estate

BUYER EXPERIENCE

Company

One vision. Every experience. Aligned.

ONE VISION.

Every vision, story and sales
experience—aligned around the buyer.

17 YEARS / INDIA • SINGAPORE • UAE • AUSTRALIA

EVERY EXPERIENCE. ALIGNED.

● STRATEGY

● STORY

● IMAGERY

● TECHNOLOGY

● DELIVERY

17 YEARS OF MAKING THE UNBUILT FEEL REAL

A PRACTICE SHAPED ACROSS PLACES.

2009

Bengaluru

2014

Across India

2016

Singapore

2017

UAE

2023

Australia

2026

Futé 2.0

GLOBAL PRESENCE IS REPRESENTED THROUGH THE LOCATIONS IN THE SUPPLIED HISTORY.

FUTÉ 2.0



THE BUYER STAYS AT THE CENTRE.



STRATEGY

Define what matters to the buyer.

STORY

Give the project human meaning.

IMAGERY

Make the place tangible through craft.

TECHNOLOGY

Make project information explorable.

DELIVERY

Carry one approved vision through every output.

A PLACE BECOMES PERSONAL THROUGH LIFE.

We begin with the life people imagine in a place. Then connect the strategy, story, imagery and technology that help them understand it.

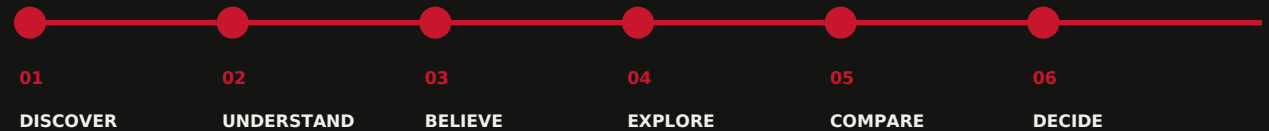
LIGHT / MATERIAL / MOVEMENT / MEMORY



A shared emotional thread becomes the framework for every buyer experience.

FROM A FEELING TO A DECISION.

Six buyer questions, held in one coherent experience.



DISCOVER / UNDERSTAND / BELIEVE / EXPLORE / COMPARE / DECIDE

LIFE, IN EVERY FRAME.

A lifestyle film begins with a character, then follows the moments where architecture becomes part of that person's day.



CONCEPT VISUAL / USER-SUPPLIED

01

ANTICIPATION

A life before the place.

02

ARRIVAL

A place becoming possible.

03

BELONGING

A memory in the making.

ANTICIPATION

0–8 SEC

An active morning ritual reveals a character's desire for a different pace.

BELONGING

18–47 SEC

Shared life and a quieter personal moment make the place feel lived in.

CHARACTER / SPACE / LIGHT / MOVEMENT / MEMORY

TREATMENT ONLY — CHARACTER, LOCATION, RIGHTS AND PRODUCTION STATUS REQUIRE APPROVAL.

FUTÉ 2.0

ARRIVAL

8–18 SEC

Move through the project's arrival route; architecture enters through action.

MEMORY

47–60 SEC

Return to the opening gesture in an evening setting; end on the life she chooses.

AI-SUPPORTED CREATIVE PRODUCTION

THE CHARACTER GIVES US SOMEONE TO FOLLOW.

AI supports character creation and creative production. The buyer remains the point of view.

CHARACTER / WARDROBE / LIGHT / CAMERA / CONTINUITY

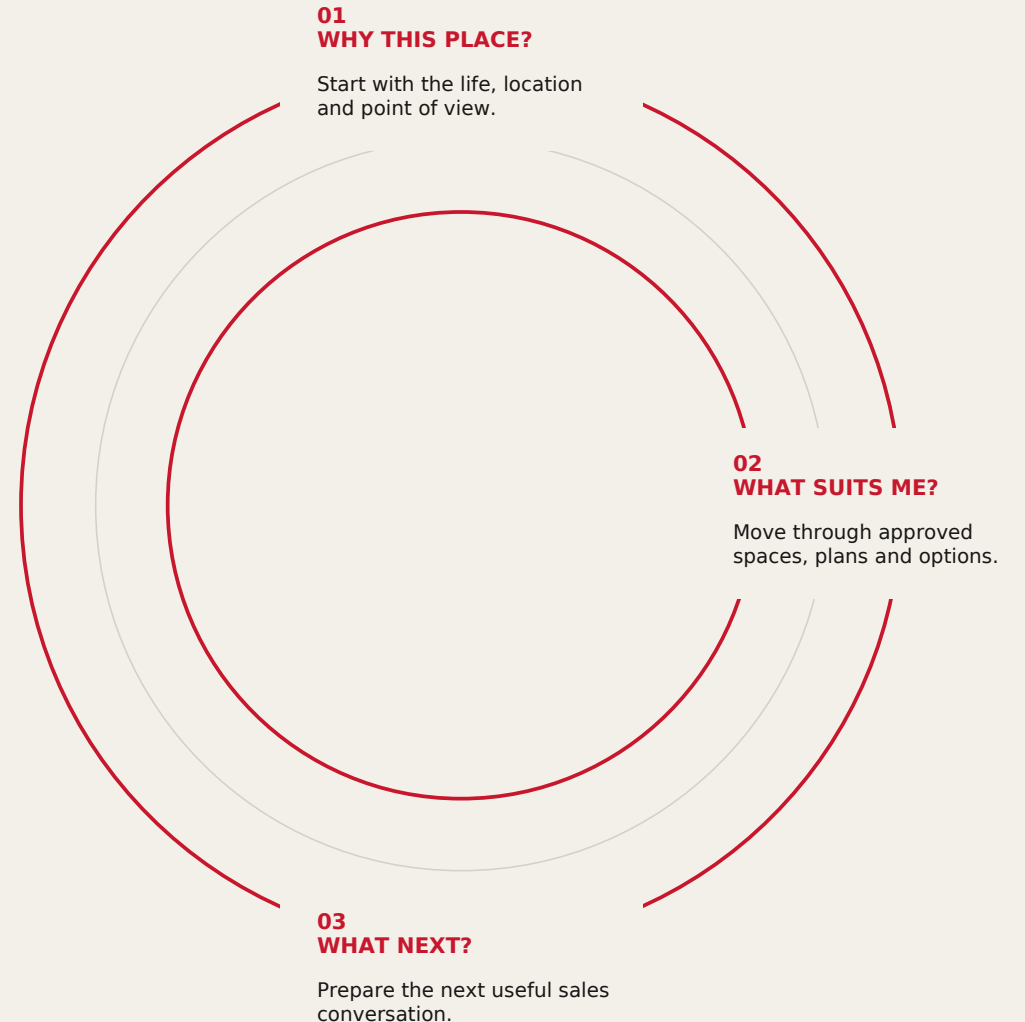
APPROVE THE STORY BEFORE YOU MAKE THE FRAME.

FUTÉ 2.0



YOUR NEXT QUESTION.

An AI-guided interface is not a technology showpiece. It is a calm, useful way to explore approved project information.



AI-GUIDED INTERFACE / CONCEPT

FUNCTIONS, DATA RULES AND PRODUCTION STATUS REQUIRE PROJECT APPROVAL.

FOUR SYSTEMS

01—04

01

LAUNCH CLARITY

Align the proposition, Story DNA, messaging and launch-content direction.

02

BUYER STORY

Connect narrative, CGI, film and lifestyle content.

03

INTERACTIVE DECISION

Organise approved project information into a guided experience.

04

PORTFOLIO EXPERIENCE

Create consistent structure across projects and approved assets.

CLARITY BEFORE CONTENT.

Align the project's positioning, Story DNA and launch experience before content production begins.

BUYER DEFINITION / MESSAGING / VISUAL DIRECTION / SEQUENCING

INPUTS: BRIEF, DRAWINGS, MARKET POSITION, BRAND MATERIAL AND APPROVAL OWNER.

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CONCEPTUAL VISUAL REFERENCE / SUPPLIED IMAGE LIBRARY

FROM PROJECT TO BELIEF

Turn an unbuilt project into a coherent story buyers can understand, feel and remember.

NARRATIVE / CGI / FILM
MASTERPLAN / HUMAN MOMENTS

EXPLORE WITHOUT THE NOISE.

Help buyers explore and compare approved project information through connected interactive experiences.

THE BUYER PATH

01 LOCATION

Begin with context.

02 SPACES

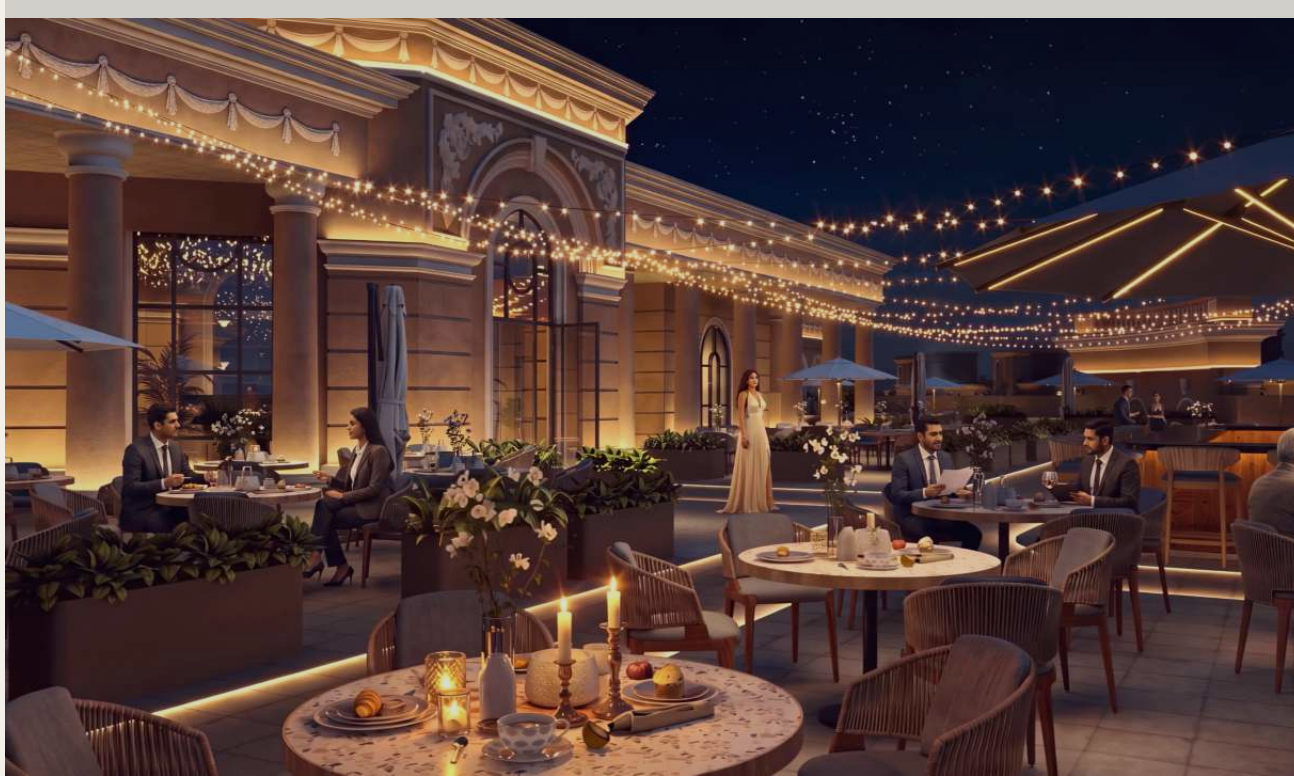
Move into what matters.

03 OPTIONS

Compare with clarity.

04 NEXT STEP

Make the sales conversation useful.



ONE PORTFOLIO. MANY WAYS IN.

PORTFOLIO INFORMATION ARCHITECTURE

Discovery, filtering, approved assets
and a standard project-information
template.

Create one coherent experience framework across multiple projects, markets and approved assets.

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HOW TEAMS ALIGN.

Leadership, design, marketing and sales. One approved project story, centred on the buyer.

01

INPUTS

Brief, plans, model, brand assets and accountable approval.

02

DIRECTION

Story DNA, visual direction, narrative treatment and sequence.

03

PRODUCTION

Approved imagery, film, interactive modules and review.

04

HANDOVER

Quality control, final files, rights record and sales-team orientation.

BEGIN WITH THE PERSON.



NAME THE WORK.

A film, a masterplan and an interactive experience built around one story.

KEEP EMOTION SPECIFIC.

Morning light. A familiar face. A place to return to.

EXPLAIN TECHNOLOGY PLAINLY.

Explore approved project plans and media in one interface.

A WORLD OF DIFFERENT PERSPECTIVES.

A distinctly local project story, held to
an international standard of
experience.

CONCEPTUAL VISUAL REFERENCE / SUPPLIED IMAGE LIBRARY



THE CLIENT AND THE BUYER



CONCEPTUAL VISUAL REFERENCE / SUPPLIED IMAGE LIBRARY

ONE COHERENT STORY.

THE DEVELOPER IS FUTÉ'S CLIENT.

The property buyer is the developer's customer. Every output must serve the developer's communication needs and the buyer's understanding.

STRATEGY / STORY / IMAGERY / TECHNOLOGY / DELIVERY

START WITH THE NEXT BUYER QUESTION

WHAT SHOULD YOUR BUYER UNDERSTAND, FEEL AND EXPLORE?

Start with the question your buyers find hardest to understand: the location, the lifestyle, the plan or the choice between options.

CONTACT

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Dear Fute Team,

I am glad to inform you that all serviced apartments at Hiranandani Sands, Alibaug has been sold out in 1 day i.e. Saturday and that too in record time. So would like to congratulate all of you for your unwavering support and timely delivery. The entire presentation with walkthroughs made the pitch very strong. The brochure with static renders has also come out very nice. Overall very good work.

So once again kudos and congrats to each one of us for making it a grand success once again. That's two in a row. We have to repeat it again!

So kindly start planning for the next phase which will be plots.

SUMON
DAS.

CLIENT LIST.



**ONE
VISION.**

**EVERY
EXPERIENCE.
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THE REAL ESTATE BUYER EXPERIENCE COMPANY

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