

ALESTA

JANUARY FEBRUARY MARCH
2023

LAND AND PROJECT DEVELOPMENT

www.alestaprojepazarlama.com

**WHAT HAPPENED IN
THE ZERO HOUSING
SECTOR IN 2022?**

**WHAT DO WE DO AS
ALESTA?
HOW DID WE SPEND
THE YEAR 2022?**

**OUR FORECASTS
FOR THE ZERO
HOUSING
SECTOR FOR THE
YEAR 2023**

**HOUSING
PREFERENCES AFTER
THE PANDEMIC**

**REGIONAL ADVANTAGES
OF HOMEROUS VILLAS**

**WHO IS THIS
PROJECT
APPOINTMENT?**

**ARE HOMEROS
VILLAS SUITABLE FOR
INVESTORS?**

**IS IT SUITABLE
FOR THE
FOREIGN
BUYER?**

HOMEROS VILLAS

WE WILL TALK ABOUT ALL THE DETAILS



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I have a dream!

Everyone should have a ZERO home one day.
For this reason, together with my team, we continue to lead perfect construction projects for nearly 15 years so that everyone can live in their own home that offers comfort befitting human dignity...

From the Editor (Opening-Introduction)



Hello,
Ayşe GÜNEŞ I am...

I am the founder of my company ALESTA, which makes sales and marketing of ZERO KONUT from land development and project. Our loyal followers know us, but there may be those who do not. So let me explain exactly what we do. We do what an Audi or Mercedes dealer does in the automotive sector, at home. In other words, they mediate the production of premium class vehicles to reach the final buyer. We also deliver turnkey homes in premium class ZERO housing projects to the final buyer. Sometimes we also provide the land for the project. (Usually the owner of the land comes to us, here is how many flats will come to my land, who will do it) and we probably do the project development ourselves, and sometimes we integrate into the projects that have started production, that is, the construction continues.

So how do we decide on the project we will work on?

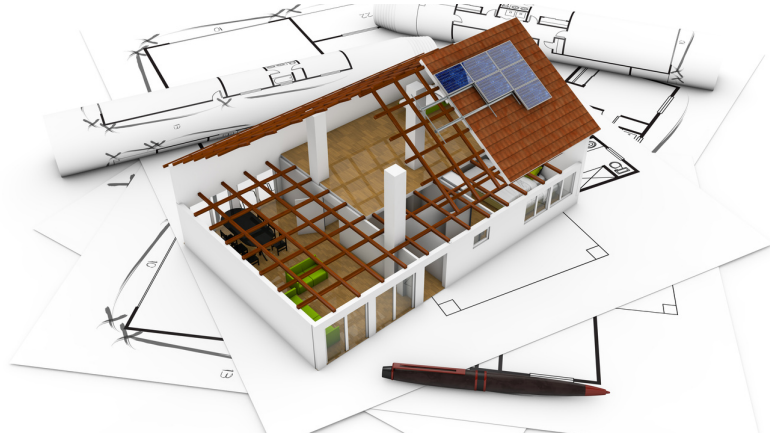
First of all, we examine the turnkey level of the projects it has produced before. Then we look at its reputation with banks to understand its financial and financial situation. In other words, we are discussing whether he has the financial power to complete that project. Then we look at its reputation in the markets. We evaluate the way the latest project responds to professional groups and its effectiveness with dozens of other parameters.



Because of my love for my job, they know that I go to wherever there is a pickaxe and examine all the details one by one, by phone or e-mail "Ayşe Hn, you know this project. You have also calculated the prices, social facilities, competitor market analysis, m2 prices, what is your general evaluation, should I buy a flat from that project? you ask.

Within the scope of those branded projects that I have been conducting sales organizations for all these years, the number of people and families that we have made homeowners and whose purchases I directed has really increased.

As follows; Since all the visitors entering my Project Offices are recorded, my assistants constantly report this, and I shake the hands of an average of fifteen hundred families a year.



With this increase, we have accumulated very nice friends who have been purchasing from each of my projects from home and abroad for many years. Of course, especially those abroad ask questions based on trust. And while I was able to answer these questions individually until 2 (two) years ago, unfortunately, I cannot answer them due to my extraordinary intensity and I am really sorry.



Please save this information, which I will present as a gift in order to properly manage your savings that you have acquired with a thousand and one hardships.

ZERO I explain the rules of being a home owner.

First of all, I would like to express my endless gratitude to your trust, which has been my greatest wealth for all these years. We have started a podcast and a video series special for this existing loyal following and all the beautiful people who want or are thinking of owning ZERO HOUSING in the sense that the experiences I have gained are ultimately a roadmap. And this series started to be broadcast on all digital platforms at the same time. If we have foreign friends who want to translate into another language, as there is a lot of demand from Russia and Ukraine, I explain in a language that everyone can understand so that there is no translation disaster, especially in technical terms, in the automatic translation of the relevant digital platform.

We would be very happy if you follow me.



Alesta Arsa ve Proje Gelistirme



Alesta Arsa ve Proje Pazarlama



THE YEAR 2022 HAS BEEN A YEAR THAT NO ONE COULD HAVE PREDICTED!

The Russo-Ukrainian War, which broke out at the beginning of 2022, unfortunately changed the balance of the whole world. We had a very troubled year globally due to the rapidly increasing oil prices, the dollar devaluation and therefore the high inflation, and the imbalance between supply and demand.

2022, a year in which we saw the highest housing sales-rent increase figures of our career so far, shocked everyone globally.

LET'S OPEN A LITTLE TOPIC...



IN 2022 SPECIAL..

Of course, since one of the most important indicators of the construction and real estate sector in our country is the "house sales" figures, we have/we constantly watched the data of TUIK.

As of the first half of 2022, the volatility in the exchange rate turned to the trend of "real estate is the safest investment rather than the stock market/dollar", and ZERO housing sales continued to increase, and at the end of the 9th month, ZERO & second-hand total sales exceeded 1 million. The most critical decline of recent years, such as 55%, was seen in mortgage sales when the mortgage strait was closed due to increased prices in the second 6 months and the banks' unwillingness to lend. Especially in September 2022, sales fell by 22% compared to the same period of the previous year, and reached the bottom of September of the last 6 years, and the same decline continued in October-November-December. Kii, the last 4 months of the year were known as the record period. Afterwards, there was a tendency to second-hand housing due to the low production of housing due to the increasing costs and the resulting price disadvantage. Thus, the share of second-hand house sales in 2022 total house sales exceeded 65%. All these problems made it difficult to stabilize the price of housing in 2022.

Despite this, in the acceleration of sales to foreigners; The war in our nearby geography, the performance of the lira against the dollar, and the third, the variety of food production in our country and the opportunities offered by quality life projects for residence/investment were very effective.



Russian citizens topped the list of foreigners making the most purchases in 2022, with an increase of 110% in April and still remains at the top. Russians captured more than 20% of the cake among citizens of 80 countries.

TUIK Data | 16.01.2023

We predict that the influx of Russian citizens will continue for the next 3 years.



- Seeing our country as a friendly door
- Mediterranean climate and our four seasons richness
- Food variety

Such reasons were very effective in choosing our country.

TOTAL 67,490 houses were sold to foreigners in 2022. This corresponded to an increase of 15.2% compared to the previous year.

THE ARABS AGAIN FLOW TO COOL PLACES...

When the Russians, who are longing for the Mediterranean climate, mostly prefer Antalya and Bodrum; Years later, İzmir lost its 3rd place in the list of “Cities with the Most Housing Sales”. The Black Sea, on the other hand, continued to be a center of attraction for the Arabs, who were overwhelmed by the desert climate, due to its cool oceanic and abundant rainy climate. The British, on the other hand, continued their interest in İzmir and Aydın throughout the year. It was reported by the relevant sources that the direct contribution of sales to foreigners to the country's economy exceeded 12-13 billion dollars.

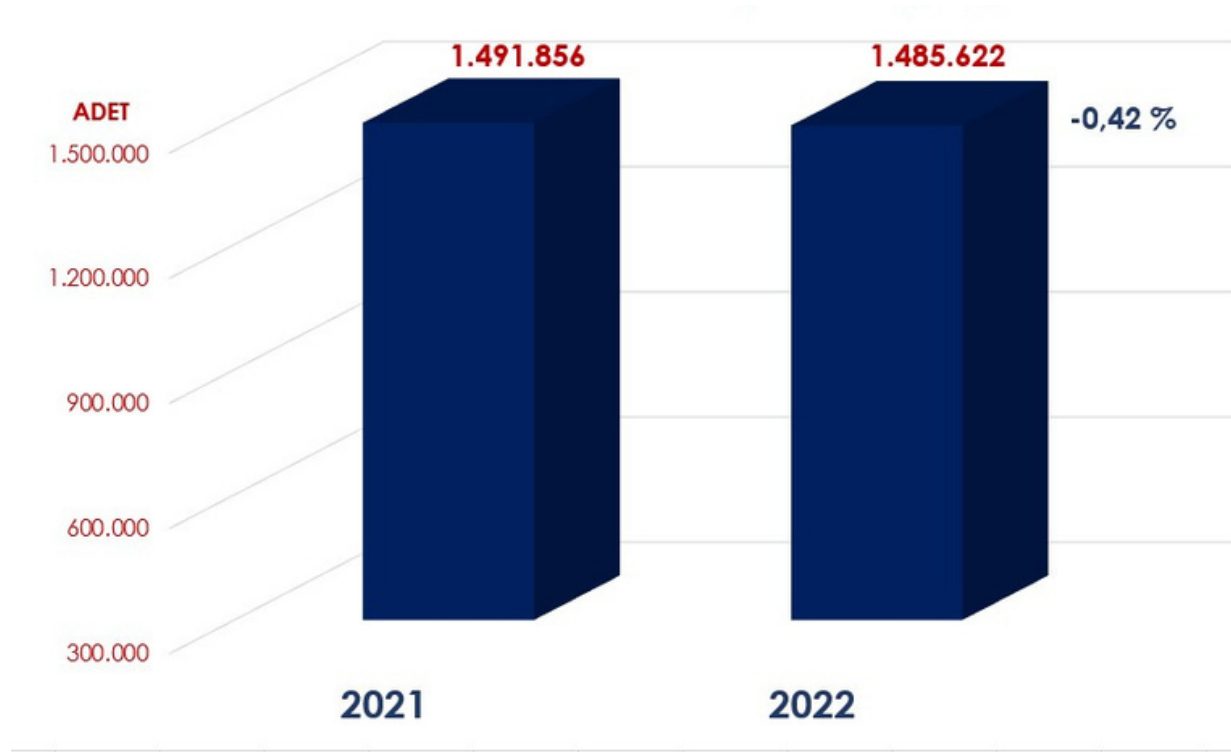


**The share of house sales to foreigners in total sales in 2022 reached 4.5%.
Istanbul, Antalya and Mersin followed the first place in the settlement preferences.**

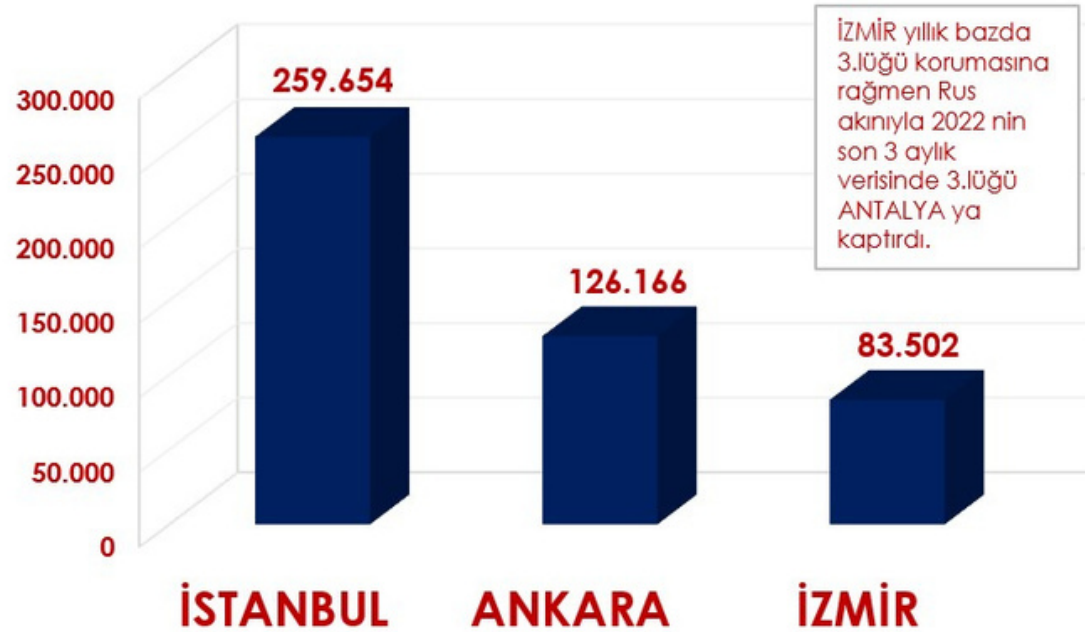
Citizens of Iran, Iraq, Kuwait, Egypt, Saudi Arabia and Jordan came mostly from the Arab world.

2021 - 2022 YEAR CLOSING COMPARISON

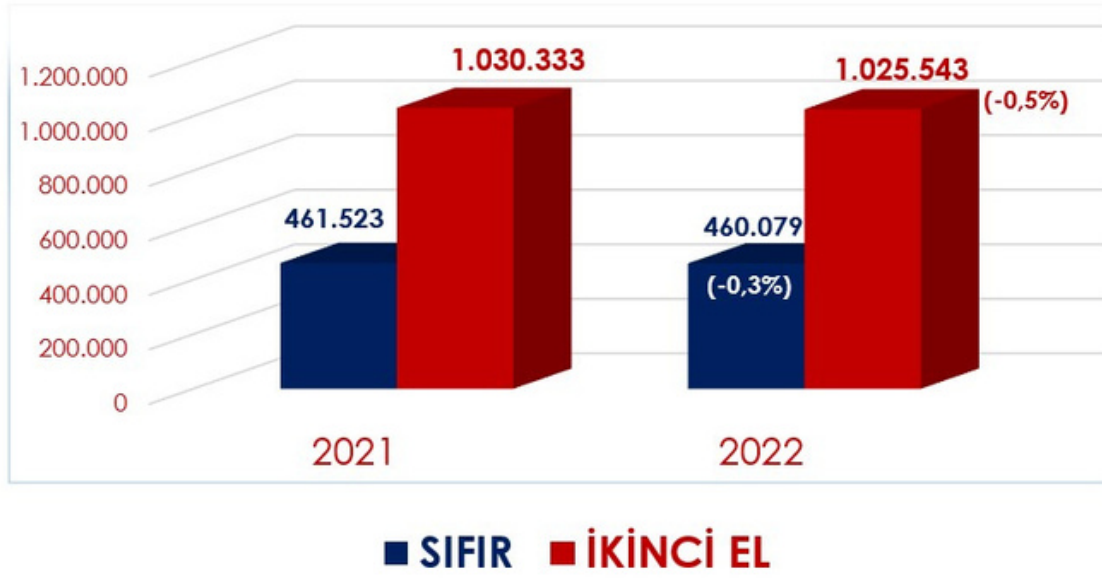
(Number of transactions)



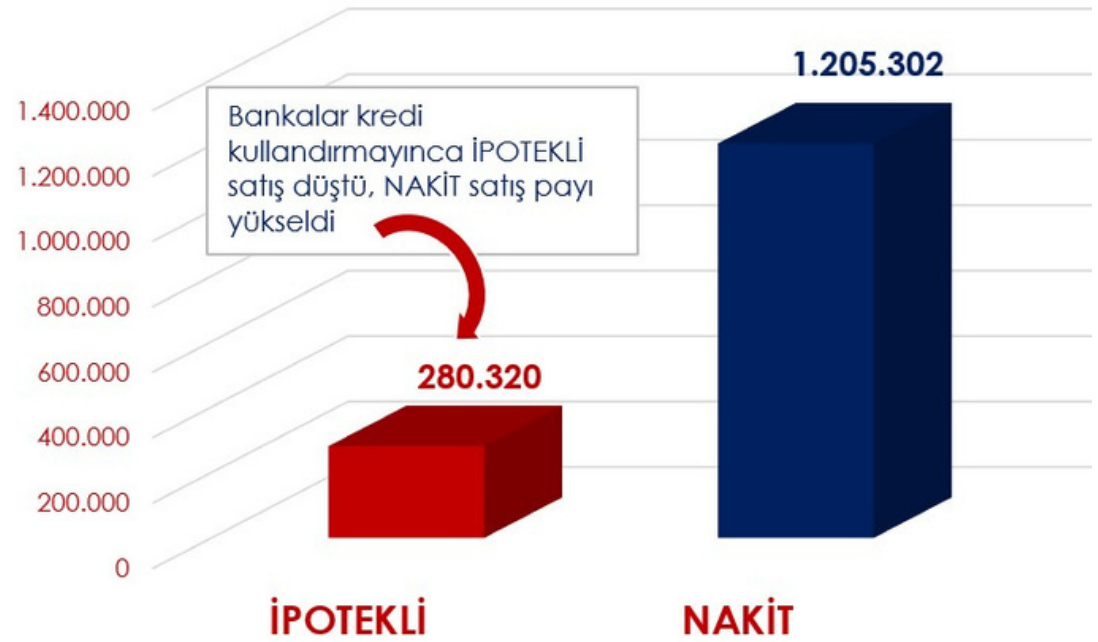
AT THE CLOSING OF THE YEAR 2022 3 BIG PROVINCIAL RANKINGS (Number of transactions)



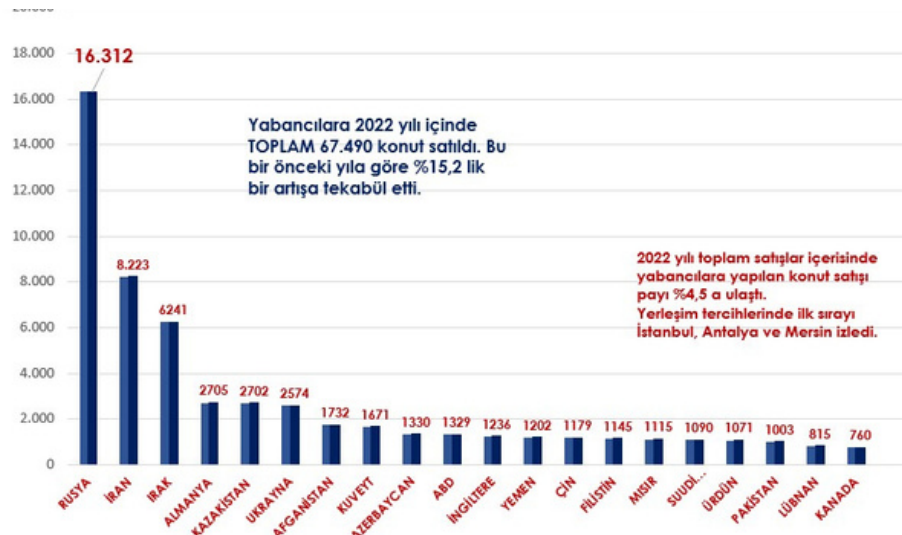
ZERO & SECOND HAND in 2022 HOUSING SALES SHARES (on transaction basis)



MORTGAGE / CASH IN 2022 HOUSING SALES SHARES (ON TRANSACTION BASIS)



2022 FOREIGN HOUSING SALES (on transaction basis)



A 3D rendering of a house under construction. Several white 3D figures wearing yellow hard hats are working inside the house. One figure is standing next to a green sofa, another is holding a box, and others are standing in different rooms. There are many cardboard boxes scattered around the house. The house is built on a white base with black lines indicating the floor plan. The background is a light blue sky.

BREAKING NEWS

**IN THE LIGHT
OF OUR
EXPERIENCE**



WHEN WE SAY PREDICTIONS FOR 2023..

The Russian-Ukrainian War will continue to be an important topic affecting the global economy in 2023, but it is obvious that ZERO housing demand and supply will enter the hyper-supply period, especially for branded ZERO housing, within the scope of the "New Home Financing Program", which was developed as the good news of the New Year and announced in the first week of January 2023. . Of course, we think that the scope of the package, which seems shallow at the moment, will be expanded in the coming period. It is our greatest expectation that it will inspire all housing producers, from the builder to the contractor in the neighborhood.

We have clearly observed that 3 issues are targeted in this campaign, which is offered with an interest rate of 0.69 and a maturity of 15 years, in which we approach the European mortgage system for the first time, and a 10% down payment.

OBJECTIVES OF THE NEW HOUSE FINANCE PROGRAM



The first is the reason why it is valid only for the purchase of ZERO HOUSING, that is, the main purpose is to revive the economy, and the way to do this is to keep the construction sector alive, which directly or indirectly dominates two hundred different sectors and which is the locomotive of the economy...

The second is to make the middle-income group, who have never owned a house before, become a house owner as soon as possible.

Because in 2022, the good news of 500 thousand houses was given within the body of TOKİ for the low-income. The middle-income group was resentful, it was aimed to support them, most of them were families with medium-sized businesses (with a monthly income of 45.000-65.000 TL) but could not provide loan financing.



In addition, the state, of course, wants to get rid of the second hand dead building stock. Because in every earthquake, there are heavy costs for innocent people and buildings to be built instead of the world that is under the rubble.

**THIS IS ALSO NECESSARY FOR THE
PERMANENT WELL-BEING OF THE
ECONOMY.**

The third is to eliminate the foam that occurs in the second hand real estate market. While 0.69 loan is given with 10% down payment for ZERO housing, it is clear that no one will buy a second hand house! Therefore, the numbers in second-hand housing will inevitably decline, and second-hand housing prices have started to decline worldwide, starting from the United States. Because, as we have been saying for months, do not allow rentiers to exploit the market by relying on these extremely unrealistic figures.



we were saying. As we always say, when looking for a house, we say, first of all, check out the ZERO housing projects sold at close prices and direct them to ZERO housing.

However, high inflation, increasing monetary costs, and ZERO downward price expectations for housing are in the direction of unrequited. Because, when we add 50% land development and project development costs to the m2 cost, which currently exceeds 800 dollars, it is seen that the expectation of a decrease in prices will not be possible.

And if there is an effective campaign for the second-hand housing market in terms of mortgages, our expectation is that the market will become quite active and a legendary year will pass.





HOUSING PREFERENCES AFTER PANDEMIC

For the first time, people who had to live without leaving their homes for weeks actually experienced how they were trapped in a cage when the length of stay at home increased. Accordingly, apartment and residence life could not provide the freedom of movement it needed.

And now the preferences were evolving in another direction! Because a person who has experienced a situation once thinks that the same conditions may be on the agenda again.

(The fact that rich people get rich again after bankruptcy is because they believe they will experience their old situation again!)

The trend survey results and our general experience as a result of the numerous calls, opinions and requests we received after the pandemic helped to determine the situation.

People, who were narrowed under the heavy stress, now desired a life with a garden, terrace, veranda, offering a detached life, appealing to both summer and winter, and being close to the city center and having an independent stance. Here, HOMEROS Villas were designed on this expectation.



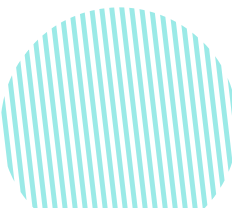
Ayşe GÜNEŞ
EDITOR



Neslişah Acaroğlu
Creative Director



Tarık NAMLI
Translator / Rapporteur



HOMEROS VILLAS

Who is it addressing?

- **Our project has a high rate of 75%:**

27-55 years old / middle and high income group / mostly self-employed / independent and free-spirited / mind-intensive / overwhelmed by traffic and the density of people per square meter / male-female / member of certain associations and organizations / having social hobbies / To the concept of growing family living in the central districts of Izmir...



HOMEROS Villas are the 2nd Stage Images.

- **Our project with a rate of 15%:**

Middle age group, over 50 / owns his own business / worked as a middle-income group / has not lived in a villa all his life / wants a reward for his veteran life spent in a hurry / loves the terrace life / wants to sleep in the open air / needs to rest his mind / bored with the crowd / preparing for retirement family concept...

- **If the 10% share of our project is:**

It has been determined that it appeals to investors who work and earn in the country or abroad, who want to have such a door for their future generations for one day, and who will use it for rent until that time.

- **For foreign BUYER candidates:**

Our project is also suitable for foreign families. It meets the requirements of citizenship and residence permit.



HOMEROS Villas are the 2nd Stage Images.



HOMEROS VILLAS

Who will be the solution for ?

In order to be able to live in a house that is not in compliance with the earthquake regulations and has a fear of earthquakes / is in a stressful location that experiences traffic tension on the way from home to work - from work to home

who is fighting for parking / drowned in a multi-storey apartment or residence / longing for the sun and fresh air / longing for a detached life / working hard in the mind / unable to rest when he comes home Jul / unable to open the window in his house from the street noise / having to go to work without being able to rest / tired of these conditions and his creative intelligence blocked / unable to step on the green in his house / balcony, guys who yearn for garden and patio / wanting to grow at peace with nature and with confidence within your site / meet with friends on the terrace BBQ imagine / who wants to feel special / who's nine months in this city last summer terrace after lunch in a hammock watching the stars, wanting uyayakalmak / cottage, although the density than the people who don't / both summer - and mountain - the city looking for a home ...

2 At this price.the hand rather than zero in the villa to blend in with the crowds and take housing quiet life / jungle walk / patili wants to grow old healthy make with friends, and obtain as a reward to target him for everyone to see this house is the medicine.

Location Information

HOMEROS Villas Our project is located within the borders of BORNOVA Erzene District, which is known for its solid ground survey.

It is a project that progresses right and left towards the end of the road leading to the Homer Valley, consisting of 11 stages in total and offering villa life. The architecture and interior plan of each villa is the same.

(In-site landscaping and garden usage areas differ)

The first phase of the project has been completed, and the title deed and turnkey can be made immediately.

When you enter the first right from Bornova 57th Artillery Brigade, you will come directly in front of our project when you turn right again.

Evka-3 Metro : 2 km

Bornova Center : 4 km

Park Bornova AVM : 5 km

Bahcesehir College : 5 km

FORUM Bornova : 7.5 km

Bayrakli : 10 km

Alsancak : 20 km

Karsiyaka : 22 km

Bornova Center and Government Office:

It is 10 minutes on foot.



HOMEROS VILLAS

B BLOCK GENERAL EQUIPMENT

The differences of A and B Blocks from the others and the Project equipment are as follows:

- 3+1 / 2 bathrooms / 3 WCs
- 75 m2 terrace (suitable for indoor room formation and winter garden. There is also electricity and water infrastructure for a mini kitchen area)
- 2.80 ceiling height
- SIEMENS brand 3-piece built-in set
- Individual (condensing) boiler
- Except for stairs only; Complete underfloor heating including bathrooms and WCs
- 10 mm laminate flooring
- Interior stairs with tempered glass balustrade
- Cassette type central air conditioning system specific to each villa (It will be commanded from the main control panel mounted on the living room wall. The living room and the parent room will be cooled at the same time, the youth room and the study room will be added to the system if desired. The main units will be located on the terrace to avoid visual pollution)
- 4-stage heat and water insulation within the scope of terrace sealing
- Extra thermal insulation of stone wool for rooms under the terrace
- Laundry is on the middle floor
- Glass partition villa main entrance door
- Double-leaf steel door
- WINSA brand pwc doors opening to the garden at zero elevation
- VITRA luminaires
- HAFELE interior door mechanics



- The differences of A and B Blocks from the others and the Project equipment are as follows:
- Automated smart home system (water the lawn at 23:00 / make the house 21 degrees at 17:00 / reduce it to 20 degrees after 24:00)
- PRIVATE POOL FOR 6 VILLAS!
- Individual entrance-exit for each villa
- Individual garden landscape area with drip irrigation
- Private pool for 6 villas
- The entire project is monitored by a 24/7 security system.

Our project was/is being built with static bundling and raft foundation technique.

Our iron stock per square meter is above the standard. In addition, since it is planned as a row villa, there is heat and sound insulation between the villas.

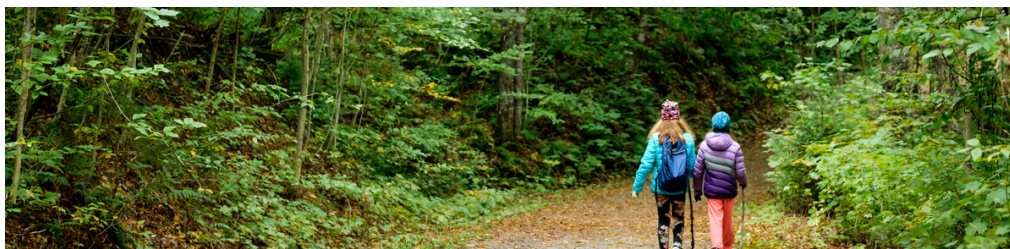
(You can follow our construction stages on our social media accounts)

Please request an appointment for early purchase opportunities.

Contact : 0 533 364 86 87 (Project Sales Director Şenol OKER)

ALESTA Land and Project Development is the only authorized sales team and solution partner of HOMEROS Villas. The duties and powers of everyone in the project are drawn with definite limits. Please do not call ZETA Construction because that team is busy producing new projects. Thank you for your understanding.

Hope to see you soon.. Best regards!



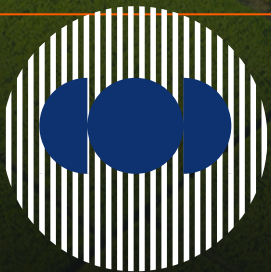
As ALESTA Sales Team, no customer requests are made in cash or in kind, and no service fee is demanded for different reasons.





LAND AND PROJECT DEVELOPMENT
aspect

WE DETERMINED OUR FRAMEWORK IN LAND OPERATIONS



PREREQUISITES





IN LAND OPERATIONS For the next;

1. First of all, it is one of our first conditions that the landowners are willing to act jointly. An offer may be made. It is not possible otherwise.

For example, he owns 100 m² of shares on a 3,000 m² land with CBD zoned; CBD thinks that a work can be done with zoning for its own share, but does not want to compromise, but the zoning has been given to the whole island. No one can act alone. For this reason, we are very clear that we cannot work if there is no joint decision.

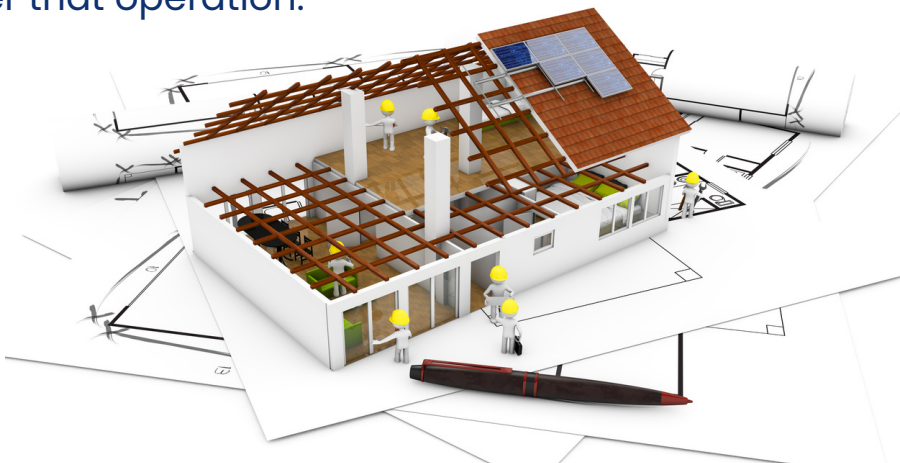
2. We can work on the condition that it is a complete “island” or a structure with a maximum of 30 shareholders, even if we are working.

We opened the year 2022 with land operations and completed three of them.

Two of them (not to be announced by the owners) were the industrial plots to be implemented and the other was the warehouse zoned plots. Both buyers and sellers were industrialists and it was completed in a very short time.

One of them was a large-scale land operation, which took months of negotiations and finally got off the table at the last moment and we could not reach a conclusion.

One of them was the operation that we shared with the public and we worked on behalf of a joint stock company with 5 parcels and a half of the CBD zoned island owned by the landowners. It was quite stressful as it was a multi-partner structure. There were clear decisions we made after that operation.



3. In addition, we are determined that we will not act as an intermediary in a land operation that has not been passed on to the second and third generations and has not been inherited on behalf of the elder who died 30 years ago, has not been transferred, has not been transferred to the heirs, regardless of the circumstances.

4. Again, we are determined not to put any effort into the land/persons with 15 shareholders, all against each other, in a 300 m2 area. However, if they have common decisions, it will be possible for us to work.

5. It is not possible for us to provide services to land owners who have enforcement and foreclosure partners.

6. We can work on a 1000 m2 inherited share only on the condition that it has become a shared ownership.

Because in the relevant legislation, shareholders cannot act individually in joint ownership. In this case, if there is opposition, it is not possible to get results. According to the Land Registry and Cadastre system, it is not possible for the shareholder to transfer the title deed on his own, who do not have shared ownership.



7. Strong equity, good track record, clean track record, reputation in the markets, fair share of the project within the framework of equity, fair if it is a matter of barter, that is, if it offers shares from another project to the landlords. Our clearest preconditions are to be able to bring an offer and to put forward a project that will add value to the land.





What is

2020 and beyond

happening in the
digital world?

Social Media POWER is called..

Just a “house for rent” for sale “” searches of 90% has been searched through Google, and being in that medium becomes a necessity, as the use of media, such as Facebook and Instagram to create a highly accurate demand are also strategically very clear that we have experience.

As stated in the data of Türk Telekom; The fact that there was an increase of more than 50 percent in the time spent on the Internet during the pandemic period undoubtedly affected the social media channels to a great extent.

In this case, in these channels where users spend a lot of time every day, a great opportunity is provided for you to attract potential customers to your brand with the right strategies and targeting.



YOU CAN'T BE DIFFERENT FROM YOUR COMPETITORS BY DOING WHAT EVERYONE ELSE IS DOING

The period we are in is a period of both demand satisfaction and demand creation. And the shortest way to do this is to provide access to all segments of society through social media. All companies need to use this period, in which digital is even more important, very well.

Social Media and Digitalization





Social Media and Digital Necessity in the Real Estate Sector

Existing in the digital world has become a sine qua non for the real estate sector as in all sectors. The correct management of the asset in question, combined with the correct written and visual communication, allows potential customers to be won. In order for these potential customers to turn into real customers, construction companies should also turn to digitalization as soon as possible.

Even if our minimum wage brother has smartphones in his hands, it is possible for us to make our voices heard to all segments of society...

Currently, all companies that use social media well have both magazines, newspapers, and TV.. For companies that cannot take advantage of this opportunity, they are the footsteps of the end.



We met with a group of investors from Kuwait in June 2022.

He said, "I will be interested in your projects, I will also tell you to my friends, so how can I find you on digital"; we froze. We said, "We exist on the basis of projects in the digital environment." When we said "No, we would like to watch what you are doing under a private roof", we immediately set up our social media accounts on all channels (Instagram, youtube, facebook). in 2023, we will enter the podcast world in the sense of sharing experiences.

Already until 2022, we actually provide the "Project Sales and Marketing" service, but to our contracts with the relevant construction company ".....It will be worked on behalf of construction, it will not be deciphered that this service is provided from outside"we could not open a separate account because there is an article. After this time, we decided to provide our own brand awareness and started broadcasting on all social media platforms last year for this reason.

From where we are today, we can open up to the global with the lowest level of physical effort, the highest level of efficiency, substitution and innovation by showing and explaining the works we do and the services we offer to all countries of the world. In terms of translations, we also have language sharing in four main languages that almost all citizens of the country can understand..

Like many companies, we are speeding up the sales process with online appointment, virtual tour of apartments and e-contract service. We can also make presentations in a completely digital environment in our overseas sales and close the sale with a digital signature. We know that companies that adapt to this process early, succeed in digitalization and attach importance to digital will be a few steps ahead.

One more point that we should not forget: Digitalization is necessary for everyone! For this reason, we are in an inevitable process and we say start somewhere without wasting time.

If you start now, you will have made a serious progress compared to your competitors who will be on the scene in two years.

Stop saying "what do they call me" and go digital without caring, without fear, without hesitation, without wasting time!

Ayşe GÜNEŞ

TARGET DETECTION IS IMPORTANT

You should set out by knowing your expectations from social media, what you will do and the goals you want to achieve. You should determine who you will call on social media. Who are your target audience? Which one of your existing customers, new customers, those who want to buy a house or real estate industry players?

You should create your strategy according to your target audience. This will also be the most sensitive point of your digital marketing management.

If you have decided to share sponsored content, again, first of all, you need to determine your target audience based on criteria such as location, profession, interests.

Facebook and Instagram in particular, thanks to the goals you will set, you can even be visible to the person you want. You can determine how often it should be shown to the same people. You can even make your ad appear on the brand phones you want.

Alesta Arsa ve Proje Geliştirme





WHY DOES HOSPITALITY FEEL SO GOOD TO US?



1

Since I have hosted thousands of people and have experienced the happiness that people experience at the point of owning a house for years, I researched and examined the effects of this on people and human history in all its dimensions.

home ownership assurance; It is the most basic principle necessary to move our lives, our families, our companies and our society to a better point.

2



CONTINUED IN COMING ISSUE

In the next issue, we will be examining all aspects of mental and physical aspects...

Please, please take care of yourself.
Stay warm beautiful people!





- 3+1
- 2 Bathrooms
- 3 Wc
- Private Garden Area
- 70 m2 Roof Terrace
- Swimming pool
- Smart Home System
- underfloor heating
- Individual Villa Entrance



Delivery in July 2023, in the 2nd stage
Please hurry to choose your house in the 3rd stage, which will be
delivered in December 2023..

To see the sample villa, contact:  +90 533 364 86 87

İÇİNDEKİLER

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and comments**

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Alesta Arsa ve Proje
Gelistirme



Alesta Arsa ve Proje Pazarlama



Alesta Arsa ve Proje
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