



vynzomedia

Business Proposal and Commercial Quotation

Date / October 1, 2026

Company/ United Real Estate

Prepared specifically for authorised review by **United Real Estate**

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BUSINESS PROPOSAL FOR INTEGRATED MARKETING OFFICE

To:
Management
United Real Estate
Dhaka, Bangladesh

Date of Issue: October 1, 2026
Reference: VM/URE/IMO/011026

Dear United Real Estate Management,

Following our recent discussions, review of United Real Estate's current marketing presence and the strategic audit prepared by Vynzo Media, we are pleased to submit this proposal for an Integrated Marketing, Brand and Growth Office partnership.

Our proposed model is designed to support United Real Estate not as an isolated external agency, but as an extension of the organisation's existing management and marketing structure.

The objective is to bring brand strategy, social media, content, production, SEO, AEO, performance marketing, communications, PR, ATL and BTL coordination, property activation, vendor management and ongoing marketing operations under one coordinated system with a clear point of accountability.

Through this partnership, we aim to strengthen consistency across United Real Estate's marketing activities, improve visibility across digital and search channels, and connect its projects, properties and buyer services with buyers, community and public communication.

United Real Estate will retain final authority over project and property sales information, sensitive communication, buyer related matters, major brand decisions, budgets and public communication. Vynzo Media will manage the agreed day to day marketing planning, coordination and execution within an approved working framework.

Our role is not to remove United Real Estate's control, but to reduce the operational burden required to turn strategy into consistent, professional execution.

Yours sincerely,
Business Development Department
Vynzo Media



Corporate Notice

Vynzo Media operates in Canada under LEZNIT SOFTWARE CORP., a corporation incorporated under the Business Corporations Act of British Columbia, Canada, Corporation Number BC1550068. This proposal has been prepared and issued through the Vancouver office of Vynzo Media for an overseas commercial engagement with United Real Estate. All services, commercial arrangements and related obligations remain subject to the final mutually executed agreement between the relevant parties.

1. Executive Summary

Vynzo Media proposes an Integrated Marketing, Brand and Growth Office for United Real Estate that brings strategy, content, production, social media, search visibility, performance marketing, communications, marketing operations, PR and activation execution into one coordinated working model. The purpose is not to replace United Real Estate's existing management or marketing team. The purpose is to extend its capacity, reduce operational complexity and create one clear point of accountability for the agreed marketing operation. United Real Estate will retain final authority over project information, pricing, sensitive communication, major brand decisions and approved budgets. Vynzo Media will manage day to day planning, coordination and execution within the agreed framework.

What this changes

- Marketing will be guided by sales and project priorities, project goals and buyer needs rather than a fixed content calendar alone.
- One Brand and Property Growth Strategist will act as the primary POC for United Real Estate and coordinate the wider specialist team.
- Content, production, search, performance, communications, PR and outreach activity will follow one connected monthly priority plan.
- Every month will include a review of what is working, what is not and where the next cycle should focus.
- Specialist resources may be added, removed or replaced by mutual agreement when United Real Estate priorities change.
- External vendors and specialist suppliers may be sourced, coordinated and managed by Vynzo Media following United Real Estate approval.

2. Our Understanding of the Requirement

United Real Estate requires a marketing partner that can support both strategic direction and practical execution. The requirement extends beyond social media publishing into regular production, property sales and project communication, search visibility, paid growth, brand consistency, PR support, ATL and BTL coordination, printing, property activation, onsite visits, vendor coordination and ongoing performance review.

The current opportunity is particularly important because United Real Estate has strong project credibility and institutional depth, while parts of its digital and social communication require a more consistent and coordinated operating rhythm. For this reason, the proposed model is designed as a managed marketing operation rather than a fixed package of isolated services.

Operating principle

Vynzo Media brings the people, systems, production capability and execution management required to operate the agreed scope.

Primary objectives

- Build a consistent and current content system around United Real Estate projects, property sales and buyer needs.
- Improve the path from awareness and search to project and property discovery, inquiry intent and ongoing brand trust.
- Restore a stronger and more consistent communication rhythm across key digital and social channels.
- Improve project, location and property discoverability through SEO, AEO and structured search content.
- Use monthly evidence to increase attention on stronger opportunities and reduce low value activity.
- Provide regular production capacity so United Real Estate does not depend on ad hoc content creation.
- Reduce the burden of coordinating multiple marketing suppliers, production teams and physical execution requirements.
- Give United Real Estate access to additional specialists without permanently increasing the fixed team where the need is temporary.

Creative Designer	Social creative, campaign design, property communication, event design, advertising creative support and recurring marketing collateral.
Video and Motion Specialist	Reels, project explainers, architect and leadership videos, edits, campaign edits, motion graphics and content adaptations.
Photographer and Videographer	Project shoots, team photography, property and events photography, video capture and visual library development.
SEO and AEO Specialist	Organic search, projects, locations and property discoverability, content SEO, technical coordination, AEO and AI search visibility.
Marketing Operations and Activation Manager	Property activation, printing, vendor sourcing, onsite visits, site activations, event logistics and approved material delivery and activation execution management.

POC and onsite integration

The Brand and Property Growth Strategist will act as the primary POC. During mobilisation and the early integration period, onsite visits may be more frequent to understand United Real Estate’s management team, departments, projects, property sales, approvals and current operating rhythm. Once the working model is established, the POC will normally coordinate onsite visits approximately once or twice weekly where required, with additional visits where operationally necessary.

Content mix

- United Real Estate may add an ongoing specialist where the need is recurring and strategically important.
- United Real Estate may remove or reduce a specialist role that is not required for the agreed scope.
- A role may be replaced with another specialist where the commercial value and workload remain reasonable.
- Temporary specialists may be activated for a campaign, launch, event, crisis, technical requirement or specialist production need.
- Any material increase or reduction in recurring team capacity will be agreed before the change takes effect.

7. Monthly Deliverables and Production Capacity

Area	Included Monthly Capacity
Social content	30 to 36 planned core social content assets per month
Additional design	Up to 8 reasonable additional design requests within available creative capacity
Video production	8 planned video shoot sessions per month
Photography	1 dedicated photography shoot per month

Reactive production	Up to 2 to 3 additional reactive shoot requirements subject to capacity and feasibility
Platforms	Facebook, Instagram, LinkedIn, YouTube and X
Search	Ongoing SEO and AEO support
Audit	Monthly marketing audit and priority review
Reporting	Monthly performance and activity review

Content mix

Monthly content may include project guidance, property sales communication, buyer stories and campaigns, enquiry guidance, buyer support, property activation, event communication and trust building content and other approved marketing priorities. The exact mix will follow the monthly priority plan. A single core creative adapted for different platforms will not be counted as several completely new core assets.

Additional design requests

Additional design requests may include flyers, posters, invitations, certificates, standee artwork, event creative, property brochures, launch materials, recruitment creative and corporate materials. These requests use the same available creative capacity.

Production capacity

The eight planned video shoot sessions may cover project explainers, buyer and leadership content, property videos, property sales guidance, site content, enquiry support, campaign content and brand communication. One production session may generate several edited assets where appropriate. The dedicated photography shoot may cover projects, leadership, properties, teams, architectural imagery, campaigns and visual library development.

The dedicated photography shoot may cover leadership portraits, projects, architectural photography, team photography, property imagery, campaign imagery and visual library development. Up to **two to three** reactive shoot requirements may be accommodated where team availability and operational feasibility allow. If reactive work materially affects the agreed monthly plan, equivalent work may be reprioritised or additional capacity may be proposed.

8. Search, Communications and Marketing Operations

SEO and AEO

- Organic search monitoring
- Keyword and content opportunities
- Project, location and property visibility
- Leadership and project visibility
- On page recommendations
- Content SEO
- Technical issue identification and coordination
- AEO content direction
- AI search visibility review
- Search performance review

SEO is a progressive activity and sustainable ranking improvement may require time depending on competition, website condition, search authority and content availability. No fixed ranking position will be guaranteed.

PR and communications support

- Press release drafting
- Project and corporate announcement support
- Project, property and buyer communication angles
- Expert commentary concepts
- Thought leadership planning
- Campaign communication
- PR campaign concepts
- Media communication materials
- Reputation communication support
- PR event communication

Dedicated media relations, senior PR consultancy, crisis communication or specialist press engagement may be added when required.

ATL, BTL and activation execution

- Printing coordination and production support
- Flyers, brochures, standees, banners and signage
- Outdoor campaign coordination
- Vendor sourcing and coordination
- Site visits and material movement
- Buyer and property activation coordination
- Programme, site and event logistics
- Temporary manpower and approved vendor coordination
- Shoot logistics
- Site and community visit reporting
- External quotation collection and approved supplier coordination

Where an activity requires an external cost, Vynzo Media will communicate the estimated requirement for United Real Estate approval before material expenditure is committed. Following approval, Vynzo Media may manage the supplier and execution on behalf of United Real Estate.

9. Production Equipment and Vendor Management

For regular agreed production, Vynzo Media will arrange the standard camera, lens, lighting, audio, stabilisation and routine production equipment reasonably required for planned work. United Real Estate will normally provide reasonable access to the relevant site, classroom, staff member or location under its control. Specialist equipment, studio rental, professional talent, large production crews, advanced sets, special permits and other exceptional production requirements may require a separate approved budget.

Vendor management process

Stage	Approach
Requirement	The required resource, supplier or specialist is identified.
Sourcing	Vynzo Media identifies a suitable supplier, specialist or authorised vendor.
Commercial review	Relevant quotation or cost information is obtained.
Approval	United Real Estate approves the external budget where required.
Execution	Vynzo Media coordinates the approved supplier or specialist.

Quality review	Vynzo Media reviews delivery within the agreed marketing scope.
Reporting	Relevant execution information is communicated to United Real Estate.

10. Flexible Capacity and Add On Menu

The partnership is designed to be adjustable. United Real Estate may rebalance available monthly capacity or activate additional specialist support without rebuilding the entire engagement.

How customisation works

Option	How It Works
Reallocate	Use available monthly capacity differently. Example: fewer static assets and greater video or campaign focus.
Add specialist	Add a recurring or temporary specialist without changing unrelated service areas.
Remove specialist	Reduce a recurring specialist role where it is no longer required and agree the revised commercial structure.
Add capacity	Preserve the existing monthly plan while adding extra design, production, onsite or specialist capacity.
Separate project	Commission a large campaign, property launch, film or technical project through a separate quotation.

Main Add On categories

Add On Category	Examples
Content and Production	Additional video shoot, additional photography, extra edited video capacity, project content pack, premium campaign film, brand film, studio production, event coverage, advanced motion graphics, specialist crew or equipment.
People and Specialist Capacity	Additional designer, editor, content resource, onsite resource, senior strategist, senior PR specialist, technical specialist, activation coordinator or temporary campaign team.
PR and Communications	Dedicated media relations campaign, press launch, press conference, executive positioning, specialist media positioning, reputation response support or crisis communication specialist.
Community Outreach and Activation	Community projects, property sales campaigns, property activation, property awareness, event management, approved booth production, buyer support or large campaign logistics.

Digital and Technology	Paid media campaign support, advanced tracking, landing page, campaign microsite, technical SEO project, advanced analytics, CRM support or marketing automation.
Special Projects	New project, facility, event or site launch, property sales campaign, property activation, research project, property campaign or major brand initiative.

Add On work may be delivered through a fixed quotation, resource fee, project quotation or approved external budget depending on the requirement.

11. Performance Marketing and Paid Media

A Performance Marketing and Paid Media Specialist is included in the recommended team configuration for planning, readiness, tracking review and performance oversight. Because active campaign workload can vary materially between months, operational paid media management is charged only when paid campaigns are active.

Monthly Approved Advertising Spend	Vynzo Media Management Fee
Up to BDT 100,000	BDT 7,000
BDT 100,001 to BDT 300,000	BDT 12,000
BDT 300,001 to BDT 500,000	BDT 18,000
BDT 500,001 to BDT 1,000,000	BDT 28,000
Above BDT 1,000,000	3 percent to 5 percent of approved spend depending on complexity

Where required, an initial campaign setup and tracking fee of approximately BDT 7,000 to BDT 10,000 may apply. Where the relevant setup is already correctly configured, this fee may be reduced or waived.

Paid media principle

No active paid campaign means no recurring paid media management charge. Actual advertising spend remains separate and is always subject to United Real Estate budget approval.

12. Governance, Approval and Performance Principles

United Real Estate approval retained

- Project and property sales information
- Sensitive buyer and customer communication
- Major campaigns
- Major brand decisions
- Sensitive public statements
- Buyer content and permissions
- Additional external budgets
- Significant public communication

Once an approved strategy, campaign direction and working framework are established, Vynzo Media should

have reasonable operational freedom to execute routine work efficiently, including publishing, routine adaptations, routine production planning, routine SEO activity and approved vendor coordination.

United Real Estate responsibilities

- Timely approvals
- Accurate property information
- Information accuracy validation
- Relevant project and staff availability
- Site and facility access
- Required platform access
- Internal coordination
- Buyer consent if applicable
- Approved external budgets

Where a required United Real Estate dependency is delayed, affected timelines may reasonably move accordingly.

Performance principle

Vynzo Media will seek to achieve the strongest reasonable outcome within the approved budget, available resources and agreed scope. Marketing results are affected by factors outside the direct control of any marketing partner, including market demand, competition, advertising costs, platform changes, service availability, pricing, website experience, response time and approval timing.

For this reason, Vynzo Media does not guarantee a predetermined number of enrolments, enquiries, leads, rankings, impressions, revenue or other commercial outcomes. Vynzo Media is responsible for disciplined execution, active optimisation, transbuyer communication and clear reporting.

13. Privacy, Confidentiality and Client Privilege

Vynzo Media will treat non public United Real Estate information received through the engagement as confidential client information and will apply reasonable access controls appropriate to the work being performed.

Protected information may include

- Business information
- Internal strategy
- Campaign information
- Performance information
- Property information
- Internal research
- Property Sales journey insights
- Commercial information
- Internal documents
- Custom audience information
- Marketing data
- Non public operational information

Client privilege principles

- United Real Estate specific strategic work developed from confidential information will not be deliberately transferred or reproduced for another Vynzo Media client in a manner that exposes United Real Estate confidential competitive strategy.
- United Real Estate data and custom audiences will not be reused for another client.
- United Real Estate confidential campaign information or non public results will not be published as a case study without appropriate approval.
- Authorised vendors and specialists will receive only the information reasonably required for their assigned work and should remain subject to appropriate confidentiality obligations.

Where required, Vynzo Media is prepared to enter into appropriate Non Disclosure Agreements (NDA) and Data Processing Agreements (DPA) relating to the agreed scope.

Information accuracy and communication discipline

United Real Estate retains authority over project and property sales information. Vynzo Media may prepare scripts, communication, campaigns and content using information provided or approved by United Real Estate. Operational claims and sensitive buyer and customer communication should be reviewed by the appropriate United Real Estate representative before publication where required.

Buyer content should only be used where appropriate permission and approval are available. Vynzo Media will minimise unnecessary access to buyer and customer data where it is not required for marketing execution.

Confidentiality principle

United Real Estate specific intelligence stays United Real Estate specific.

14. Separate Technology Support

Where United Real Estate requires technology, software, enquiry, web platform or digital infrastructure support, these services will not be delivered as part of Vynzo Media’s marketing scope. They may instead be delivered through LEZNIT SOFTWARE CORP., Vancouver, British Columbia, Canada, under a separate technical scope and quotation.

Potential areas of support

Capability	Education Relevant Enquiry
Website & Web Enquirys	Website development, web enquirys, performance improvements, content management and digital experience enhancement.
Mobile Enquirys	Buyer, customer or staff mobile enquiry development where required.
UI/UX & Product Design	User research, journey mapping, interface systems, prototyping and usability improvement.
Custom Platforms & Portals	Property portals, enquiry tools, operational dashboards and workflow driven systems.
Integrations & Automation	API development, system integrations, workflow automation and data syncing.
AI & Machine Learning	Practical AI use cases, intelligent automation, recommendations and analytics where appropriate.
Managed Ops & Support	Ongoing maintenance, monitoring, incident response, security best practices and operational continuity.

The benefit to United Real Estate is coordinated communication between marketing and technology while maintaining clear commercial, operational and approval separation.

Company profile: www.leznit.com

15. Commercial Proposal and Key Terms

Monthly Integrated Marketing, Brand & Growth Office Retainer

BDT 540,000 per month

The monthly retainer is based on the recommended scope and recommended team configuration described in this proposal. Because the team and service mix are adjustable, the commercial value may be revised by mutual agreement if United Real Estate materially adds, removes or replaces recurring specialist capacity or deliverables.

Included in the monthly retainer

- Recommended configurable specialist team
- Brand and property growth strategy and primary POC
- Management of Facebook, Instagram, LinkedIn, YouTube and X
- 30 to 36 planned core social content assets
- Up to 8 reasonable additional design requirements within available capacity
- 8 planned video shoot sessions
- 1 dedicated photography shoot
- Reasonable support for up to 2 to 3 reactive shoot requirements subject to capacity and feasibility
- Creative direction, video, motion, photography and standard recurring production equipment
- SEO and AEO support
- Performance marketing planning and readiness
- Core PR and communications support
- Marketing operations, property activation and vendor management
- Monthly audit, reporting and ongoing account planning

Costs outside the monthly retainer

- Actual advertising spend
- Operational paid media management where separately activated
- Major ATL media placement
- Large printing costs
- Influencer fees
- Professional talent fees
- Venue costs
- Temporary outreach manpower costs
- Large event manpower
- Outdoor media costs
- Specialist PR consultant fees where separately activated
- Specialist crisis communication fees
- Studio rental and special production equipment
- Large production crews and large set construction
- Major travel expenses
- Large outreach project production costs
- Technology or software development by Leznit Software Corp.
- Other approved specialist external expenses

Final service agreement

The final service agreement should confirm monthly billing, payment timing, applicable taxes, external budget approval, confidentiality, privacy and data access, intellectual property, third party costs, approval responsibility, client dependencies, additional work, scope changes, platform dependencies, reasonable liability provisions, termination and handover.

16. Commencement

Formal recurring operations are expected to begin following completion of the fifteen day mobilisation and readiness period, subject to the required platform access, availability of relevant United Real Estate representatives, confirmation of priority projects and the initial approval structure.

During this mobilisation period, Vynzo Media will prepare the assigned team, review the current marketing environment, align on communication priorities, establish the working approval flow and prepare the initial content, production and reporting framework.

The first recurring month will begin with the agreed priority plan, launch production schedule and baseline reporting structure. From that point onward, the monthly audit and performance review will guide the next cycle of priorities, resource allocation and areas requiring increased or reduced attention.

The working model is intended to remain flexible. If United Real Estate's priorities, campaigns, property sales focus or operational requirements change, the agreed monthly plan may be adjusted through mutual discussion while maintaining continuity across the wider marketing operation.

17. Acknowledgement

This proposal records Vynzo Media's recommended commercial, operational and service structure for United Real Estate based on the scope currently discussed and reviewed.

Any refinements relating to team structure, service mix, production capacity, additional requirements, reporting, commercial terms or implementation responsibilities may be incorporated into the final mutually agreed service agreement.

For and on behalf of Vynzo Media

Business Development Department

Issued through the Vancouver Office



Vynzo Media treats commercial information and non public engagement data as confidential. Privacy related enquiries, data handling concerns and confidentiality matters may be directed to privacy@vynzo.ca. Vynzo Media Ltd is registered with the UK Information Commissioner's Office under registration number **ZC056799**.

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