ARCHIDYLL

FACADE · 3D WALKTHROUGH · INTERIOR DESIGN · VR TOURS

A FIELD GUIDE
FOR BUILDERS
& DEVELOPERS



01 Branding
02 Facade design
03 Interior design
04 Brochures & print
05 Premiere walkthrough
06 Immersive VR tours
07 Physical models

Sell it before it's *built.*

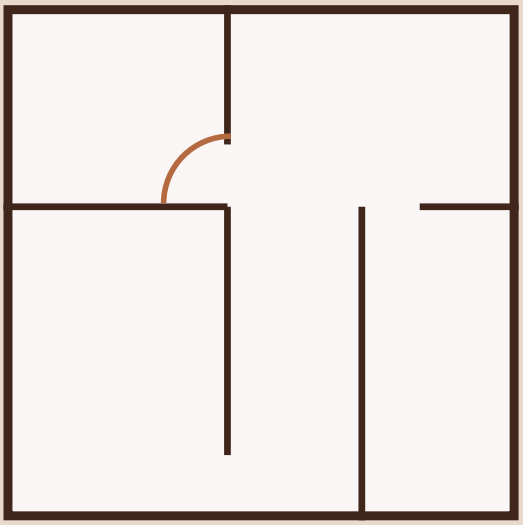
Seven design-led ways to make buyers fall in love with your project, and book it, long before the first brick is visible.

BEFORE YOU BEGIN

If buyers can't see the project, they won't book it.

Every builder has the same problem at launch: the building does not exist yet, but the buyer is being asked to commit the largest amount of money of their life.

Plans and carpet areas don't create desire. **Pictures, films and experiences do.** The projects that sell fastest are rarely the ones with the lowest price. They are the ones that look, feel and communicate like a finished home from day one.



2D plan:
"What is this?"



Trust
A professional identity tells buyers you will deliver.

Desire
Great design turns a flat into "my flat".

Speed
Clear visuals shorten the time from enquiry to booking.

INSIDE THIS GUIDE

Seven ways to sell more.

01	Branding	The identity that makes buyers trust you
02	Facade Design	Your project's first impression, and its best ad
03	Interior Design	Help buyers imagine living there
04	Brochures & Print	Brochures, banners, hoardings that get kept
05	Premiere Walkthrough	A cinematic film of the home that doesn't exist yet
06	Immersive VR Tours	Let buyers stand inside before the foundation is dug
07	Physical Models	The centrepiece that wins the sales office
+	More ways to sell	Ads, sample flat, launch plan & a readiness checklist

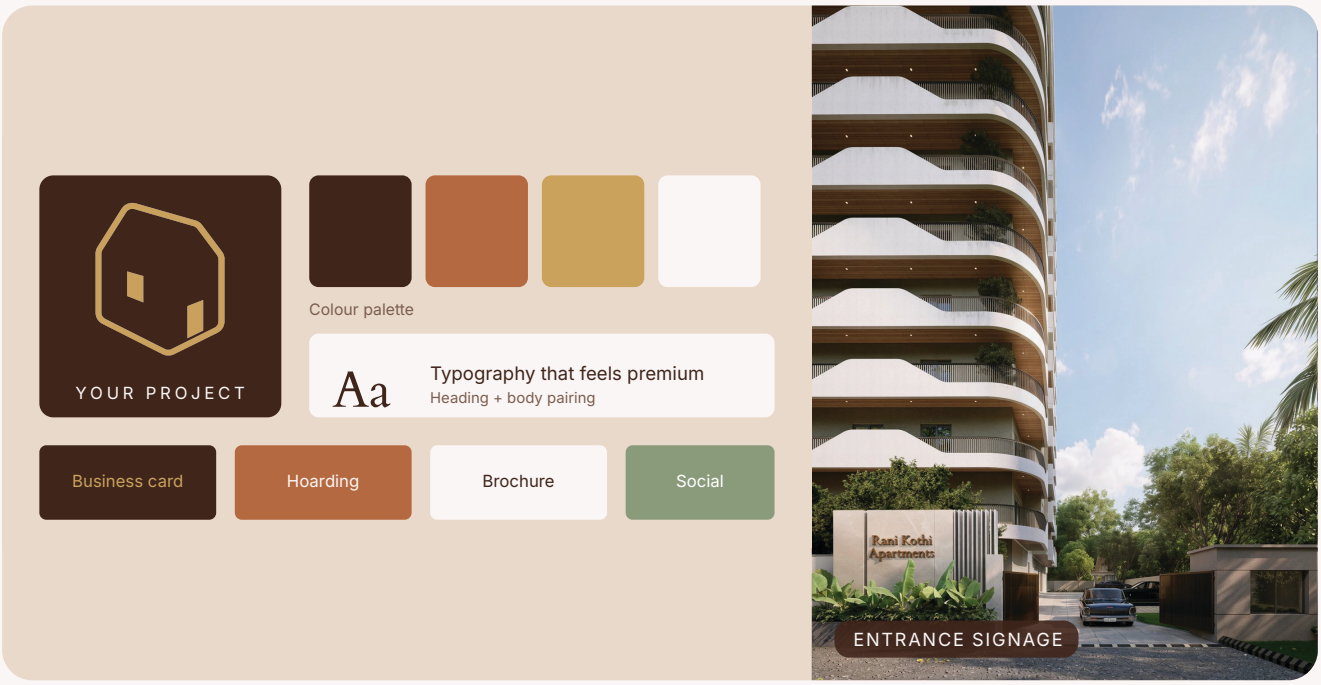


CHAPTER ONE

01

Branding: sell a name, not just a number.

Two projects. Same location, same price per sq ft. One has a name, a mark and a consistent look on every hoarding, brochure and WhatsApp forward. The other has a plain flex banner. Buyers assume the first builder is bigger, safer and more reliable. A brand is that assumption, designed.



What a project brand should include

- Project name
- Logo & mark
- Tagline
- Colour & type
- Brand voice
- Signage system

BUILDER'S TIP

Create the brand before the brochure, hoarding or video. Every asset that follows then looks like part of one family, and that consistency is what reads as "premium".

CHAPTER TWO

02

Facade design: your best ad is the building itself.

The facade is on every render, every hoarding, every Instagram post and every drive-by. It is the one design decision that gets seen by every prospective buyer, and the one that decides if your project is remembered or scrolled past.



IDENTITY AT SKYLINE SCALE



DETAIL AT BALCONY SCALE

What great facades do

- [ ] Create a recognisable identity for the project
- [ ] Use light, material and depth to look premium day and night
- [ ] Work with Vastu, climate and local bye-laws

What to ask your designer

- [ ] Day and night 3D views
- [ ] Material and colour palette
- [ ] Elevation drawings for execution

BUILDER'S TIP

A well-designed facade often costs little more than a mediocre one in construction, but it can change how the entire project is priced and perceived.

CHAPTER THREE

03

Interior design: help buyers imagine living there.

An empty flat shows rooms. A designed flat shows a life. Buyers rarely compare carpet areas as closely as they compare how a home *feels*. Showing interiors in your renders, brochure and sample flat answers the question every buyer has: "How will my family live here?"



MASTER BEDROOM & LOUNGE



BEDROOM CONCEPT

Show, don't tell

Render furnished living rooms, bedrooms and kitchens in your marketing. Buyers pay more attention to images with furniture and light than to bare floor plans.

Design for your buyer

Interiors should match your price band and your buyer: budget-smart storage for first-time buyers, material richness for premium.

BUILDER'S TIP

Offer optional interior packages. Buyers who see a ready interior concept are more likely to book, and it is an extra revenue line for you.

CHAPTER FOUR

04

Brochures & print: the sales tool they take home.

A brochure is the one piece of your marketing that goes home with the buyer and gets shown to the family. It works in the sales office, at channel-partner meetings and in WhatsApp as a PDF. Print quality is part of your first impression.



A good brochure has

- [ ] Hero facade render on the cover
- [ ] Location story and map
- [ ] Floor plans buyers can understand
- [ ] Interior views and amenities
- [ ] Specifications, RERA & contact details

Beyond the brochure

- [ ] Site hoardings & banners
- [ ] Standees & sales-office branding
- [ ] Flyers & inserts for launch events
- [ ] Channel-partner kits
- [ ] Digital PDF for WhatsApp

BUILDER'S TIP

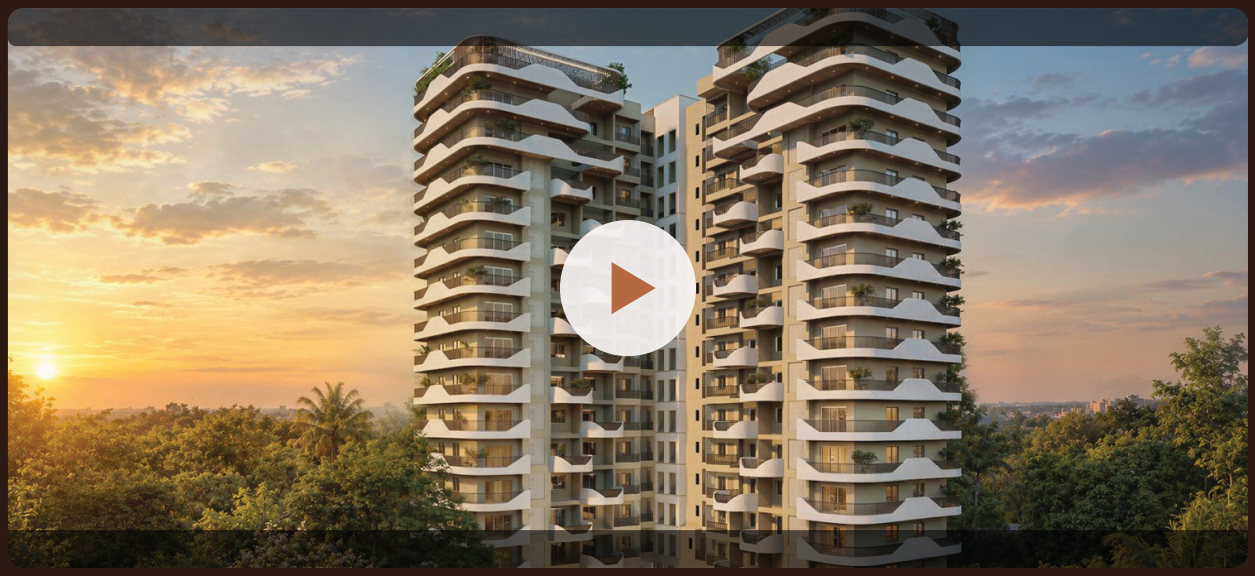
Design the brochure and print it with the same partner. Colours on screen often shift in print; a designer who manages print gets the finish, paper and colour right.

CHAPTER FIVE

05

Premiere walkthrough: a film of the home that doesn't exist yet.

A cinematic 3D walkthrough takes buyers through the gate, the lobby, the amenities and into a furnished flat, with light, music and camera movement. It is the most shareable asset you can own: it works on YouTube, Instagram reels, WhatsApp and the sales-office screen.



Drone arrival · Lobby · Amenities · Sample flat · Sunset

What goes into one

Storyboard, 3D modelling, lighting, landscape, furniture, camera path, voice-over, music and colour grade, all planned around your project's brand.

Where to use it

Launch event screen · sales office TV · YouTube & reels · WhatsApp to channel partners · paid ads · NRI buyers abroad.

BUILDER'S TIP

Cut a 30-60 second teaser from the full film for social media. Short clips drive traffic; the long film closes the sale.

CHAPTER SIX

06

Immersive VR tours: stand inside before the foundation is dug.

A walkthrough is watched. A VR tour is *experienced*. Buyers look around, step through rooms and see the view from their future balcony, on a headset, a phone or a simple web link. Out-of-town and NRI buyers can tour without travelling.



Headset

The wow moment for your sales office and launch events.

Phone & web link

Send one link on WhatsApp. No app needed to look around.

Pre-launch ready

Start selling while the site is still a plot of land.

BUILDER'S TIP

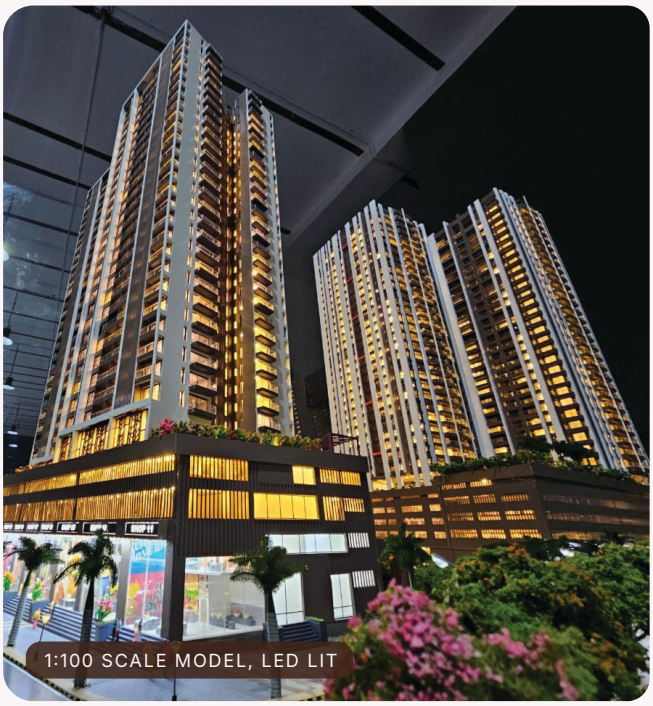
Offer a "try the VR" corner at your site office. A buyer who has "been inside" the home is far more likely to return with the family.

CHAPTER SEVEN

07

Physical models: the centrepiece of your sales office.

In a screen-first world, a beautifully crafted scale model stops people in their tracks. Buyers can walk around it, point at their tower, see the open spaces and understand scale in seconds. It also becomes the photo backdrop for every site visit.


1:100 SCALE MODEL, LED LIT


DETAILED LANDSCAPE & ROADS

Why it works

- [ ] Instantly shows scale, layout and amenities
- [ ] Makes the sales office feel premium
- [ ] Gets photographed and shared by visitors
- [ ] Reusable across launches and events

Details to consider

- [ ] Scale & size to suit your office
- [ ] LED lighting and landscape detail
- [ ] Sectional / cut-away unit models
- [ ] Protective acrylic cover & branding plate

BONUS CHAPTER

More ways to sell, and why design still matters.

Great visuals are the engine. These tactics are the fuel. Each one works best when it is backed by strong design.

Run targeted ads

Meta, Instagram and Google ads bring enquiries, but only if the creative is strong. A render or reel that stops the scroll drives lower cost per lead than a generic poster. **Needs:** facade views, reels, carousel designs.

Build a ready sample flat

Nothing beats walking into a finished home. But an empty or half-styled sample flat can hurt. **Needs:** proper interior design, furniture, lighting and styling.

Brand your site

Hoardings, gate, site office and boundary wall are free media. Make them look like a premium launch, not a construction yard. **Needs:** signage and banner design.

Equip channel partners

Brokers sell what they can show. Give them a branded kit: PDF brochure, walkthrough link, price sheet and a pitch. **Needs:** a consistent brand kit.

Make a landing page

Ads need somewhere to land. A simple project page with the film, VR link and enquiry form turns clicks into leads. **Needs:** visuals & copy.

Host a launch event

Preview evenings with the model, VR corner and film create urgency and word of mouth. **Needs:** display, print and a showpiece.



SELF-CHECK

Is your project ready to sell?

Tick what you already have. Every unticked box is a leak in your sales funnel.

- [ ] A project name, logo and tagline
- [ ] A distinctive, well-designed facade
- [ ] Day and night 3D exterior views
- [ ] Furnished interior renders
- [ ] A professionally designed brochure
- [ ] Hoardings and banners on site
- [ ] A cinematic walkthrough film
- [ ] A VR or 360° tour link
- [ ] A physical model in the sales office
- [ ] A styled, ready sample flat
- [ ] Ad creatives and a landing page
- [ ] A channel-partner kit

Score 9–12: you're launch-ready.

Score 5–8: you're leaving bookings on the table.

Score 0–4: let's fix that before launch.

Not sure where to start? Most builders begin with **brand + facade + brochure**, then add the walkthrough and VR tour once the design is locked.

SELECTED WORK

Designed to be seen.

A few of the facades, landscapes and interiors we have visualised for builders and developers.



Hospitality facade & landscape



Residential tower, Night view



Plotted development design



Facade detail at ground level



Tower & landscape



High-rise facade design

ABOUT US

Meet Archidyll.

We are a Ranchi-based studio of architects and interior designers. We help builders and developers show their projects the way buyers will love them, so they can be sold with confidence, even before they are built.

From the first facade sketch to the last printed brochure, one team, one design language, one accountable partner.

Facade Design
Premium elevations & 3D views

Interior Design
Homes, sample flats & commercial

Brochures & Banners
Design and printing

3D Walkthroughs
Cinematic project films

VR / 360° Tours
Immersive virtual tours

Physical Models
Scale models for sales offices

YOUR NEXT STEP

Book a free consultation for your project.

Tell us about your upcoming or ongoing project. We'll suggest what to design first and how to present it to buyers. No obligation.

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