

# BUSINESS DEVELOPMENT

## scope of work

For a real estate holdings company with a diverse portfolio, Digalyst developed tools and resources that helped both showcase opportunities and support informed decision-making.

- **Lead Generation:** Built landing pages, forms, and lead capture systems to connect prospects with properties and opportunities.
- **Marketing Collateral:** Designed signage, maps, and layouts to highlight available land, facilities, and planned developments.
- **Investor Tools:** Created presentations and resources that gave developers clear ways to present projects to potential investors.
- **Property & Facilities Research:** Conducted detailed research into land use, plots, and facilities to ensure accurate, functional tools for developers.
- **Strategic Support:** Combined technical detail with creative presentation so developers had what they needed to attract investment and move projects forward.

This balance of research, design, and strategy gave the company practical tools to visualize land use, communicate opportunities, and grow investor confidence.



MAP FOR MUSCLE SHOALS DEVELOPMENT



FINANCE PACKAGE - OTR TIRE



LEAD MAGNET - MARKETING COLLATERAL - POLAR WINDOWS



**BRAND GUIDE - POLAR WINDOWS**



**FINANCE PACKAGE RETAIL-BEV**



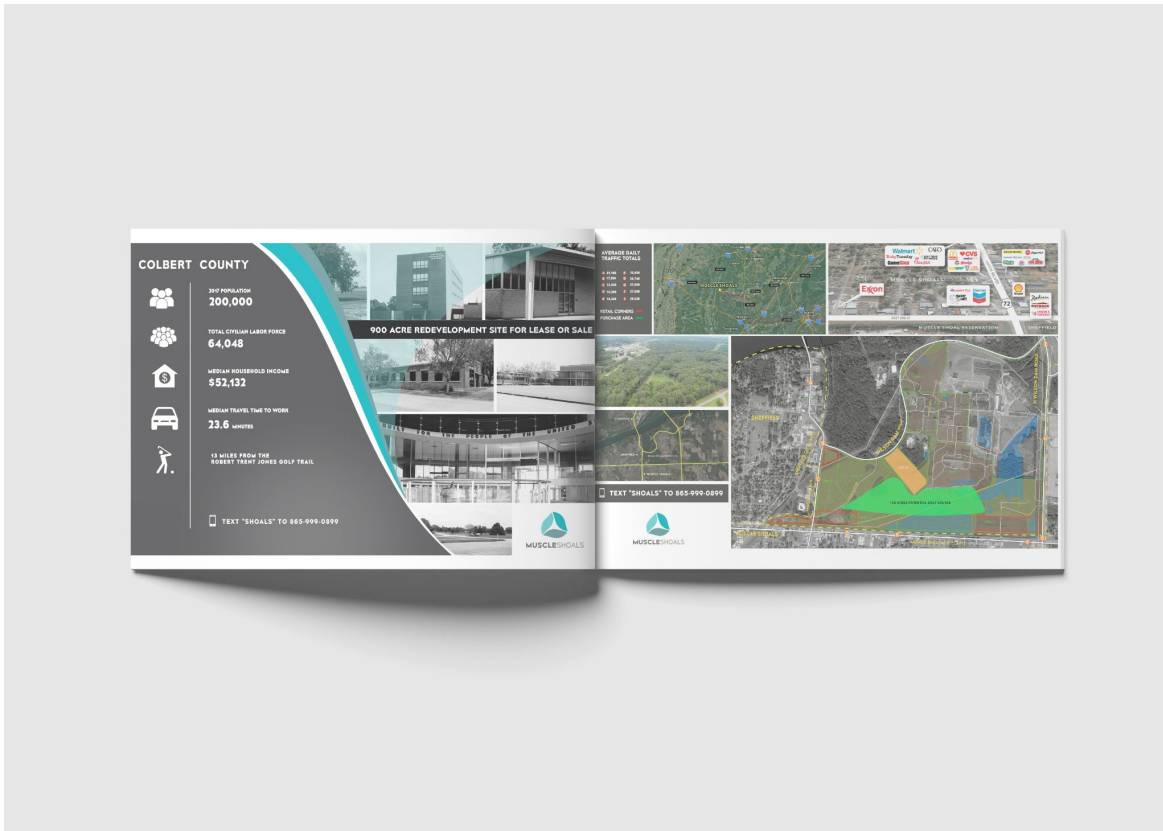
PITCH SHEETS - STANDARD KNITTING MILL - TENNESSEE



BRANDING - STANDARD KNITTING MILL - TENNESSEE



REAL ESTATE PITCH PUBLICATIONS - VARNA, BULGARIA



HISTORIC BUILDINGS DEVELOPMENT PITCH BOOK - MUSCLE SHOALS HOLDINGS



CENTRAL HVAC PRO - A HOLDINGS COMPANY BUSINESS - BRANDING

