CREATVZ

Launch checklist · Off-plan projects · Saudi Arabia

OFF-PLAN LAUNCH VISUALS CHECKLIST

Before an off-plan project goes on sale, buyers judge it from images, a film and a plan of the unit they want. This checklist lists the visual material a launch usually needs, so you can tick what is ready, see what is missing and brief one team for the rest.

Use it with your sales, marketing and legal teams. Not every launch needs every item. Pick what fits your project and your sales channels.

RENDERS

- [ ] **Exterior hero views**
  The main facade by day and at dusk, from the angles buyers see first. Agree the list of views before modelling starts.
- [ ] **Aerial views**
  The whole project in its setting: the plot, access roads, landscaping and nearby landmarks, so buyers understand the location.
- [ ] **Interior views**
  The unit types that sell the project: living room, majlis, kitchen, master bedroom. Confirm the finishes level for each type.
- [ ] **Amenity views**
  Pool, gym, kids area, retail frontage, lobby. Show only what is in the plans.
- [ ] **Day and night versions**
  Night views for the hoarding and the sales centre often need their own lighting brief.

FILM AND MOTION

- [ ] **Project film**
  A walkthrough or flythrough that tells the story: arrival, community, homes, amenities. Agree the length and where it will play.
- [ ] **9:16 vertical cuts**
  Short vertical edits for Snapchat, TikTok, Instagram and WhatsApp status, cut from the same film so they stay consistent.

- [ ] **Arabic and English titles**
  On screen text and captions in both languages, checked by your team before release.

- [ ] **360 virtual tour**
  A tour of the show unit or the main unit types that buyers open on a phone or on a sales centre screen.

PLANS AND UNIT SELECTION

- [ ] **Interactive floor plans**
  2D or 3D plans for each unit type, with areas taken from the approved drawings.

- [ ] **Unit picker**
  An availability view where buyers choose the building, floor and unit. Decide who updates availability, and when.

- [ ] **Unit schedule check**
  Every unit number, type and area in the visuals matches the unit schedule your sales team uses.

SALES MATERIAL

- [ ] **Brochure and sales kit**
  Arabic and English brochure, unit type sheets, a short presentation for brokers and a PDF to send on WhatsApp.

- [ ] **Sales centre screens and VR**
  Content sized for each screen in the sales centre, plus a VR or large screen walkthrough if it is in scope.

- [ ] **Hoardings and site signage**
  Hoarding artwork at the real print size, with the main render, the project name and how to enquire.

- [ ] **Website and landing page**
  Hero images, a gallery and plans sized for web and mobile.

ACCURACY AND SIGN-OFF

- [ ] **Label artist's impressions**
  Every render, film frame and 3D plan carries a clear artist's impression note, in Arabic and English, where the buyer sees it.

- [ ] **Match the contract and plans**
  The visuals show what the sales contract and the approved plans describe: layouts, areas, finishes, amenities and views. Anything optional or not yet confirmed is marked as such or left out.

- [ ] **Check with your legal adviser**
  Ask your own legal adviser to review the sales material before release, including the wording of the artist's impression note.

- [ ] **Check with the relevant authority**
  Off-plan sales and advertising can come with requirements. Confirm with your adviser and the relevant authority what applies to your project and your material before you publish.

- [ ] **One approved set**
  Keep one folder of approved final files, so the brochure, hoarding, website and sales centre all use the same versions.

FILES WE NEED FROM YOU

- [ ] **Model or drawings**
  A SketchUp (.skp) or Revit (.rvt) model, 2024 version preferred, or DWG or PDF drawings.
- [ ] **Materials and finishes**
  The materials list or finishes schedule, with photos of samples if you have them.
- [ ] **Project brand**
  Brand guidelines for the project: logo files, colours and fonts.
- [ ] **Unit schedule**
  The unit schedule and the approved plans for each unit type.
- [ ] **The brief**
  Your list of views, references, deadline and languages, plus site photos or a location pin.

HOW TO REQUEST A QUOTE

01

Gather what you have
Collect what you can from this checklist, even if it is incomplete. We tell you what is missing.

02

Send it through the form
Attach files to the project form, or paste a Drive or WeTransfer link for large files.

03

Get a quote
We reply with questions, then a quote that names every deliverable. Revision rounds are included in every quote.

SEND YOUR DRAWINGS, GET A QUOTE WITHIN 48 HOURS

A full set typically takes 30 to 40 days, depending on scope.
Want to see real projects first? Request a private portfolio walkthrough in the same form.

SEND YOUR FILES

Project form	**creatvz.com/sa/start/project**
Email	**hello@creatvz.com**
WhatsApp	**+966 55 486 8530**