GuideMe
for business

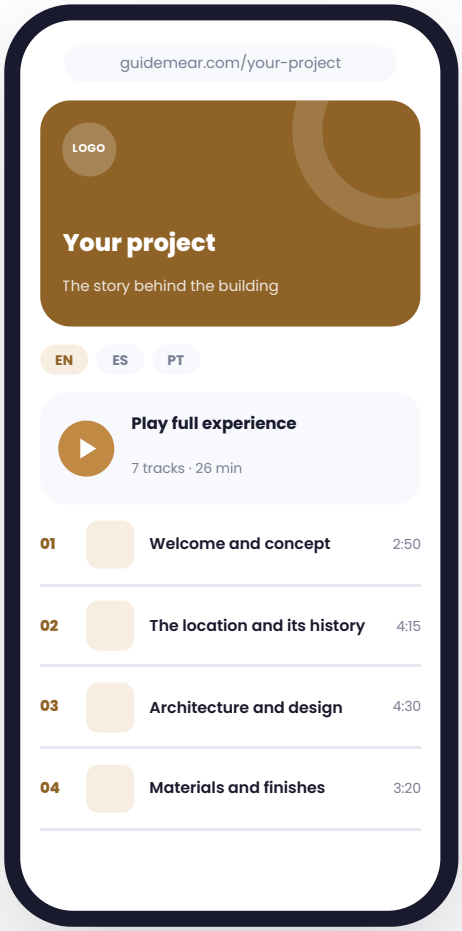
GuideMe for Developments

FOR DEVELOPERS AND ARCHITECTURE PROJECTS

Every building has a story. Make sure it's heard.

We turn your development's concept, architecture and surroundings into an audio experience for buyers, investors, residents and visitors.

Showroom and site · Multilingual · No apps



Illustrative microsite example

GuideMe for Business
A GuideMe solution · guidemear.com

THE OPPORTUNITY

Renders show the building. The story explains why it exists.

Developers invest heavily in communicating their projects. And those materials do their job well: they show what the building looks like, what it offers and where it is.

Renders · Photography · Floor plans · Brochures · Virtual tours · Website

What often stays in the background is the concept: the vision behind the project, the design decisions and the life it proposes. Audio adds that dimension, without replacing your sales materials.

THE QUESTIONS WORTH ANSWERING

- ? Why was this location chosen?
- ? What inspired its architecture?
- ? What way of living does it offer?
- ? What sets its shared spaces apart?
- ? What is the neighborhood's story?

WHAT GUIDEME FOR BUSINESS IS

Your development, turned into a story to listen to and explore.

We take your project's information, write the stories, produce the narrations and publish them on a microsite with the development's identity. It works in the showroom, in the model unit or remotely: all it takes is a QR code or a link, and each person's phone.

Your project
Project description, floor plans, renders, the site's history and its designers' vision.

→

GuideMe produces
Scripts, narration, editorial review and a microsite with the development's brand.

→

Your audience listens
Buyers, investors or residents, in the sales gallery or wherever they are.

With the project's brand
A microsite with the development's logo, renders and look and feel.

On site or remote
Used in the showroom and shared by link with those who can't make it.

For buyers from abroad
A language selector on the same microsite. One language included; others quoted separately.

APPLICATIONS

One tool, six ways to use it.

A single experience can help launch a project, support sales and welcome the people who live in it. These are the most common applications; they can be combined on one microsite.

A

Project presentation

Buyers and investors

The big picture of the development: concept, inspiration, location, features and differentiators, beyond a traditional presentation.

B

Self-guided sales tours

Showroom and model unit

QR stops in the sales gallery, the building or the model unit. Each point, its own explanation.

C

Architecture and design

Buildings with a strong identity

Architectural decisions, materials, preserved elements, landscaping, interior design and the vision of its designers.

D

Resident welcome

After handover

The project's story, shared spaces and general orientation. A complement to building management's manuals and rules.

E

Investor and partner presentations

With GuideMe Private

The concept, features and vision the company chooses to share, with restricted access when the content isn't public.

F

Heritage and historic buildings

Restorations and adaptive reuse

The property's past, its transformations, its key figures and its relationship with its surroundings.

Communication, not documentation. The audio experience doesn't replace the project's financial, contractual or investment documentation: it accompanies it with the project's story and concept.

SELF-GUIDED SALES TOUR

A QR code at every point in the showroom.

Place a code at each stop in the sales gallery, the model unit or the building. Visitors scan it and hear the explanation for that spot. With the general QR code, they go through the full experience in sequence.

That way every visit keeps the same story, told with the same care, even when the sales team is attending to someone else. And those who couldn't come can listen from home.

Projects under construction

The experience is based on information, plans, images and features confirmed by the developer. It doesn't describe facilities that don't exist yet as finished.

ILLUSTRATIVE EXAMPLE · SEVEN-STOP TOUR

01	**Welcome and concept** The idea that gave rise to the project.	
02	**The location** History and character of the chosen site.	
03	**Architecture and design** The decisions that define the building.	
04	**Materials and finishes** What was chosen, and why.	
05	**Shared spaces** Amenities and community life.	
06	**Surroundings and lifestyle** The neighborhood, its rhythms and its places.	
07	**The development's vision** The proposal, in its creators' own words.	

BEYOND THE SALE

An experience for the whole project lifecycle.

A single experience can accompany different stages of the development, adding new tracks when needed (quoted according to scope): what presents the project to buyers today can welcome its residents tomorrow.

Launch
Presenting the project to buyers and investors.

Sales
Showroom tours and remote sharing.

Construction and visits
Stop-by-stop visits, with confirmed information.

Handover
Welcome and orientation for residents.

WHAT GUIDEME OFFERS

A finished experience, not a platform to manage.

We turn your project's information into a ready-to-use audio experience. No app to develop, no recordings of your own and no infrastructure to maintain.

INCLUDED IN EVERY EXPERIENCE

The development's microsite
Brand, renders or photographs you provide, texts and the player, on a compact page.

Flexible player
A single track or the full experience in sequence. Each track with images, a title and a description.

Professional narration
Scripts and audio with high-quality synthetic voice, editorial review and quality control.

Several languages, one microsite
A language selector for international buyers and investors. One language included.

General QR and per-track QR
One code for the whole experience and one for each track or stop.

Basic statistics
Visits and plays, to see how the experience is being used.

Published under a GuideMe address, for example **guidemear.com/your-project**. The microsite complements the development's website, it doesn't replace it; standalone websites or custom domains are quoted separately.

WHERE THE QR CODES GO

- Showroom and sales gallery
- Model unit
- Shared spaces
- Building signage
- Brochures
- Digital presentations
- Resident welcome

TWO WAYS TO PRODUCE THE CONTENT

Content Provided

You provide the project description, documentation, history, photographs and renders. We organize it all, write the scripts and produce the experience.

Full Service

We also take part in researching, gathering and structuring the information needed, within the contracted scope.

Both modes deliver a final experience of the same quality.

TWO WAYS TO GRANT ACCESS

GuideMe Public

Open to prospective buyers, visitors or residents via a link or a QR code.

GuideMe Private

Password or individual codes, with configurable expiry and revocation. Requires a connection. It restricts access, but doesn't guarantee absolute confidentiality or prevent copying or recording.

Public for sales tours and open presentations. Private for authorized partners, collaborators or investors.

ADD-ONS, QUOTED SEPARATELY

- Additional languages
- Human voice-over
- Special multimedia features

BENEFITS

What your development gains.

A new way to present
Adds a narrative dimension to renders, floor plans and brochures.

More depth
Explains the architectural concept, the history and the development's differentiators.

Accessible
Listened to on people's own phones, without installing apps.

On site or remote
Works in the showroom and can also be shared by link with those who can't attend.

The project's identity
Each experience is visually designed for that development.

Versatile
Supports the presentation, sales, tours and resident welcome.

International audiences
The same experience in several languages, quoted according to scope.

No infrastructure of your own
GuideMe develops, hosts and maintains the solution.

A complement to your sales team

The experience doesn't replace an advisor's attention or your sales materials. It gives every visitor the project's full story, always told with the same level of detail.

WHY GUIDEME

GuideMe is a Buenos Aires tourism marketplace that connects travelers with local guides, and produces and publishes its own audio guides in Spanish and English, such as its Recoleta Cemetery tour. GuideMe for Business brings that same craft — researching, writing, narrating and publishing — to each organization. Now, that craft is put to work for the story and concept of each project.

Designed for: real estate developers, architecture firms, builders with their own projects, managers of landmark buildings, residential complexes, mixed-use projects and organizations in the real estate sector.

PROCESS

From project to experience, in five steps.

A professional process, with guidance at every step. Your team validates all content; we take care of production and technology.

1

Discovery

We get to know the project, its identity, its audience and its goals.

2

Research and script

We organize the information and write the stories. With Full Service, we do the agreed research.

3

Review and approval

You review and approve the scripts before the audio is produced.

4

Production

We generate the narrations and build the project's microsite.

5

Launch

You receive the link and QR codes, ready for the showroom and your communications.

10–15 business days

Estimated timeline for standard projects, from receipt of materials and subject to approval times at each stage. From launch onward, hosting and support are handled by GuideMe.

WHAT THE SERVICE INCLUDES

A complete, end-to-end service.

INCLUDED

- Content production according to the contracted mode.
- High-quality narration with editorial review.
- Microsite with the development's identity, with **two rounds of revisions**.
- Script review and approval **before recording**.
- Player with individual tracks and continuous playback.
- Images and descriptions per track; general and individual QR codes.
- **One language** included.
- **First year** of hosting and maintenance.
- Basic statistics and reports.
- Support via WhatsApp and email, first response **within 24 hours**.
- Delivery of the **final audio files**.

GOOD TO KNOW

- The service renews annually from the second year on.
- The microsite stays online while the annual service is active.
- Changes to tracks already approved and produced are charged separately, except for errors attributable to GuideMe.
- Extraordinary features, multimedia integrations and standalone web development are quoted separately.

How much does it cost?

Each project is tailored to its scope: number of tracks, length, languages and level of research. Tell us about your development and we'll send you a tailored proposal.

LET'S TALK ABOUT YOUR PROJECT

Your next project can be more than a place to see. It can be a story to hear.

Tell us about the development you're working on and the experience you want to offer buyers, residents or visitors. We'll prepare a tailored proposal based on your goals.

REQUEST YOUR TAILORED PROPOSAL

info@guidemear.com

guidemear.com

Write to us and we'll set up a no-commitment conversation.

guidemear.com

GuideMe
for business

A GuideMe solution · Buenos Aires, Argentina