
Your development doesn’t need pretty renderings.
It needs the right buyer to appreciate it, want it and buy it.
STRATEGIC REAL ESTATE VISUALISATION SINCE 1989

At GAYARRE Infografía, we design images and videos for property developers facilitate the purchase decision.

We don’t start with the tool. We start with the business objective.

Gi System

Every development has a different buyer.
That’s why we don’t choose images based on personal taste, intuition or habit.

The Gi System defines what your buyer needs to see.



VIDEO as the centerpiece

The greatest impact doesn’t come when the buyer sees an image.
It comes when they see themselves living there.
A good video answers the decisive question for them:

“Can I see myself living here?”

When the answer is yes, doubts fade, objections carry less weight and the sale moves forward.

No risk to you

You know what you're getting,
when you'll get it and what each piece is for
within your sales process.

The 5 barriers we remove

1. Money
You're not investing in "creating images".
You're investing in increasing the perceived value of your marketing to better justify the price.

2. Lack of sales team
The visual material works for you:
website, adverts, social media, presentations and sales conversations.

3. Deadlines
Marketing can't wait.
The process is organised with a defined schedule from the outset.

4. Intuition
Decisions aren't based on personal taste.
The Gi System organises the visuals according to the buyer, their motivations, fears and sales arguments.

5. Uncertainty
A fluid process, clear deliverables and
a clear objective:

to ensure your property is valued higher,
is the only one remembered, and the buyer makes a decision sooner.

What you will receive

- Report on your ICP
- Strategic images to capture attention.
- A property video as the centrepiece.
- Presentation script.

All elements are designed to sell,
not just to look good.









THIS IS NOT FOR EVERYONE

IT'S RIGHT FOR YOU IF:

- ✓ You have a development underway or about to launch.
- ✓ You want the buyer to understand the value of your project from the very first contact.
- ✓ You're looking to sell with greater clarity, more differentiation and less reliance on price.

IT'S NOT FOR YOU IF:

- X You're still defining the project or it isn't sufficiently advanced.
- X You're simply looking for cheap renderings.
- X At this stage, you're not considering investing in a strategic visual presentation of the development.

FAQ

What makes the Gi System different?

It tailors the visualization to the actual buyer of each development.

What works best?

Video, because it adds value, generates more interest and better guides the purchasing decision.

Does it work without a strong sales team?

Yes.

How long does it take to deliver?

It depends on the project. We're faster than 90% of companies, and that, will help you stick to your marketing plan without endless delays.



I'm Juan Gayarre

I've spent my whole life helping property developers increase the perceived value of their projects, not as decoration, but as a sales tool.

300 developments.
37 years of accumulated expertise.
A maximum of 8 projects per year.

SCAN IT AND WE'LL TAKE A LOOK

Scan the QR code and book a meeting.
In a few minutes, we'll review your development and see if the Gi System is right for you.