

# RAHUL JAKHAR

Real Estate Content  
Creator · Consultant

## CONTACT

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business.jakhar@gmail.com  
Gurugram, India

## SOCIAL

@rahuljakhar09 47.5K  
followers · Instagram

@realtybyrahul  
820 followers · Instagram

@Rahuljakharvlogs  
88K subscribers · YouTube

## EQUIPMENT

Sony Alpha 7C II  
DJI Osmo Pocket 3  
Drone

## EDUCATION

BBA — Manav Rachna  
International University  
Faridabad, India · 2020

*Studied through final semester;  
not completed*

12th Class — Manav  
Rachna International  
School  
Sector 46, Gurgaon, India

## SKILLS

Real Estate Sales Property  
Marketing  
Lead Generation Short-  
Form Video YouTube  
Content Personal Branding

## PROFILE

Real estate professional and content creator with a proven ability to build audiences from the ground up. Brings together hands-on property sales experience with a natural instinct for storytelling and personal branding — growing platforms organically to millions of impressions across Instagram and YouTube. Equally at home coordinating a property deal or directing a shoot, and fully self-equipped for high-quality, independent content production.

300K+

Real Estate Reach

1M+

Lifestyle Reach

88K+

YouTube Subscribers

47.7K

Instagram Followers

## EXPERIENCE

### Real Estate Consultant

**Elaris Consulting** · Gurugram · Nov 2025 – Present

- Guided clients through the full buying and selling cycle — site visits, deal discussions, and closing negotiations.
- Increased project visibility and inquiry volume through targeted digital marketing support.
- Built lasting client relationships through consistent, personalised follow-up.
- Amplified brand positioning by pairing deep property knowledge with digital outreach.
- Delivered ₹9Cr+ in property sales for Elaris Consulting.

### Property Development & Sales

**Family Real Estate Business** · Gurugram · Jan 2020 – Nov 2025

- Supported end-to-end builder floor development — from site coordination to deal closure.
- Managed client meetings, negotiated terms, and provided closing support across multiple projects.
- Coordinated with buyers, brokers, and on-site teams throughout project execution.
- Used social media and direct networking to expand project awareness and promotional reach.
- Sold ₹12Cr+ worth of builder floors under the Family Business.

## MORE SKILLS

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Negotiation

Client Handling

Social Media Growth

On-Camera Presentation

## Real Estate & Lifestyle Content Creator

**Independent** · Gurugram · 2020 – Ongoing

- Founded and grew @realtybyrahul — a dedicated real estate Instagram page reaching 300K+.
- Built a luxury lifestyle Instagram presence to 47.7K+ followers and 1M+ organic reach.
- Grew YouTube channel to 88K+ subscribers with content focused on branding, lifestyle, and visibility.
- Produced all content independently — planning, shooting, editing reels and vlogs in-house.
- Developed mobile-first, platform-optimised workflows for consistent, algorithm-friendly output.

## KEY ACHIEVEMENTS

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- Three-platform organic growth with zero paid followers or promotional spend.
- Fully self-sufficient content pipeline — owns professional camera, gimbal, and drone.
- Rare cross-disciplinary profile: real estate expertise + digital branding + audience psychology.
- Consistently adapted content strategy to evolving platform algorithms across Instagram and YouTube.