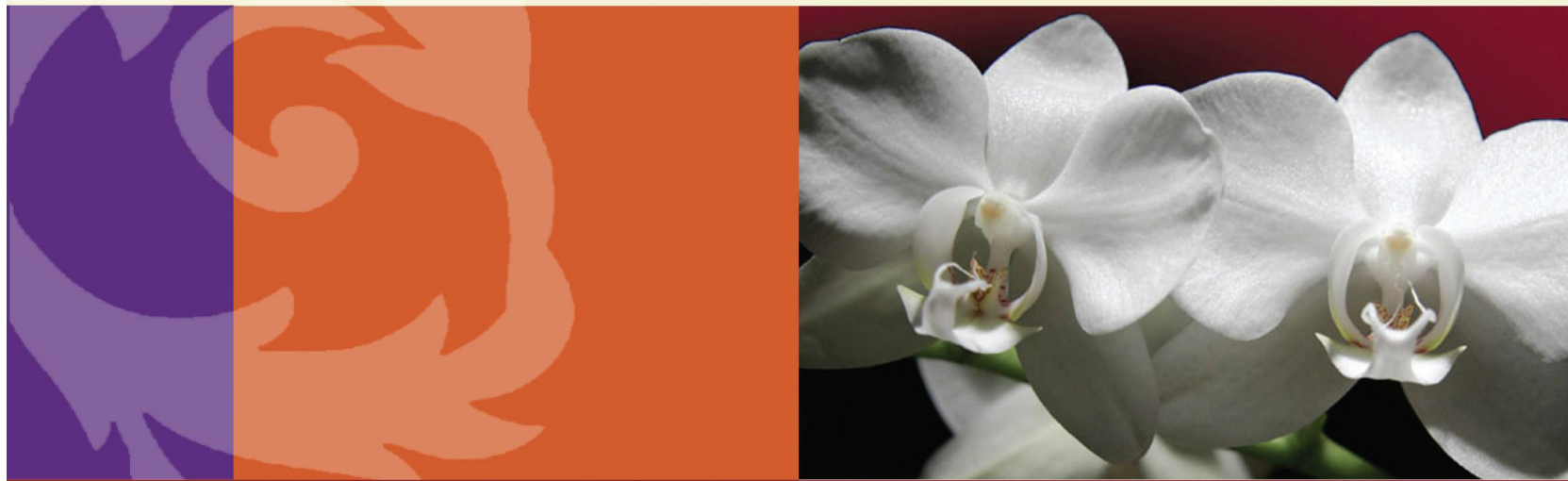


# DEVELOPING RELATIONSHIPS



**IS THE SECRET TO OUR SUCCESS**



*New Homes & Communities*

By Illustrated Properties RE Inc.  
300 W Indiantown Road  
Jupiter, Florida 33458  
nhac@byillustrated.com 561-743-2331

Presorted Standard  
US Postage  
PAID  
West Palm Beach FL  
Permit #1946



*New Homes & Communities*

BY ILLUSTRATED PROPERTIES RE INC.

## DEVELOPER UPDATE

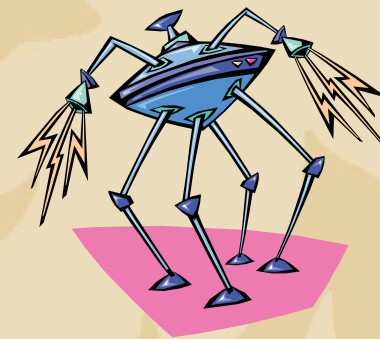
### *Development Marketing Review*

*Project survival tips in a down market.....*

**Communities are suffering from market conditions which are a result of over building from the development industry as well as unending press coverage that the sky is falling.**



**Unlike Chicken Little, not everything is bad.**



**THE MARTIANS ARE COMING, THE MARTIANS ARE COMING!!!!**



**DO NOT BELIEVE EVERYTHING YOU READ OR YOU SEE FOR THAT MATTER.**

**I think I can, I think I can....**



**Just is not enough, neither is shot gunning every idea you have ever seen.**



*It is time to make a difference right now!*

## **ACTION PLAN:**

### **1. UPDATING YOUR RESEARCH ON THE MARKETPLACE**

- Where are you in terms of style, floor plan, price and amenities? Has your competition changed their business model?
- Buyers: "If they don't like it, they will let you keep it".
- Survey your prospects and buyers as to what made their buying or non buying decision. If they bought in a different community, find out why because the WHY is costing you sales.

### **2. UPGRADE AND PRESERVE CURB APPEAL**

- There is never a second chance to make a good impression.

### **3. LOT HOLDINGS**

- You cannot carry lots in a down market.
- Sell Builders Homes.
- Sell or option homesites to other builders for future market development.
- Sell homesites to consumers directly – two years to start building. Make it a condition that you will build the home.

### **4. PROVIDING QUALITY DEVELOPMENT**

- In our current market, consumers need to be assured that they are buying in an economically safe/secure community. They want to be sure their investment will be maintained and community will be kept up.
- Consumers want to purchase homes from a successful builder in a successful community. A proper Developer and Builder Story is the best way to assure your Buyer they are buying in the right place. Be sure to let the customer know how many homes the community has sold as this is a great way to define the community's success.

### **5. DO NOT DISCOUNT PRICES**

- Discounts hurt your existing homeowners and unclosed home buyers. The unclosed home buyers may cancel the sale. It is better to maintain pricing and include optional items at standard prices.
- Offer option package incentives that improve the curb appeal of the home. Landscaping packages valued at \$10,000 which cost you \$5,000.
- A guaranteed buy-out program at the end of three years.
- Buy-down programs.
- Permanent financing for the home buyer's existing home.
- Pay moving expense of buyer.

(Keeping the value now helps the entire process and removes a common sales obstacle buyers use today.)

### **6. EXPANDED CUSTOMER BASE**

- Offer subcontractors the ability to buy in the community. Allowing them to finish their work and offer a 3%-5% discount is a great incentive.
- Offer the Brokerage community the same opportunity, a 3%-5% discount plus their 3% commission makes a strong buying option.

### **7. PUBLIC RELATIONS AND ADVERTIZING MARKETING**

- You must, must, must, advertise, publicize and market your community as never before. I know! *The budget has been spent.* But the story needs to be told. To generate traffic now and as the market improves, your community needs to be considered "established" and you need to project yourself as a "successful" builder. **BUYERS CAN NOT FIGURE THIS OUT ON THEIR OWN!** 35% to 40% see the community they research from the newspaper. Yes, even today!
- We have numerous tracking reports and data on this and customers cross reference what they see. You may be told they found your community by the flags flying, which they did when they got to the site, but newspaper ads drive them to the Web, which convinced them to visit the site.
- Always have something going on, be creative with marketing ideas and always be doing something.
- Do not cut the marketing budget!!!!!!!!!!!!
- Don't overreact to negative press. **REMEMBER THE WAR OF THE WORLDS, AND PEOPLE ACTUALLY TAKING THEIR OWN LIVES? IT WAS A RADIO SHOW FOLKS! THAT'S ALL!**
- PR firms are great for having positive news printed about your company and community. Newspapers are looking for stories even in this market; your PR firm has the contacts to get this done. The more you provide the papers with good information and stories the more they turn to you.

### **8. WEB SITE**

- If the Sales Team is KING then the Web Site is the "BIG KAHONA".
- 85% of all home buyers look for their next home on line in their PJ's. Not pretty, just a fact!!! Your WEB SITE must be fresh, current and updated every six months. Factual information needs to be updated daily. If your site is old, has no bells and whistles, does not give a total presentation, **YOU ARE SUNK AND DON'T KNOW IT.**
- Web Site needs to have location information, plans, elevations, great photos (I MEAN THE BEST), pricing, amenities, hours, phone numbers, web address, mailing address and auto response. Web surfers expect immediate response.
- New Homes and Communities by Illustrated provides the best sales teams and training available in the market place but they cannot sell and close units if there is no traffic. "PEOPLE LOOK FOR THEIR HOME ON LINE, THEY BUY THEIR HOME IN THE SALES OFFICE".
- **CLICKS NOT HITS.....** It is not enough to have a great web site, you must PROMOTE it. Buyers do not have the patience to spend hours on line or scroll through twenty pages of possible web sites. They look at the first page, maybe two. You want to pay for clicks not hits, it costs to have your web site on page one but your cost per click is even more if you are not at the top.

### **9. WHO IS MY BUYER AND WHERE ARE THEY.....**

- To advertise properly you need to know your audience to reach them.
- What is their price range?
- Where do they live now?
- Why are they buying a new home?
- What do they read?

### **10. THE SALES CENTER**

- Where the rubber meets the road. If the development is your brain child, then the SALES CENTER is its nervous system. The sales process starts as the customer drives up to the sales center. If it does not reflect the image they are looking for, sooooo long.
- The sales presentation is everything; you only have one chance to make the lasting impression. Customer traffic patterns are not consistent, so the sales center must inform and entertain people your sales staff has not assisted yet. If there is nothing to inform them they are out the door. You should have information on all aspects of the community available to them.
- Hospitality, Customers should feel relaxed and welcomed into the sales center. Coffee and Cookies are a necessity.

### **11. MODELS AND TRENDS**

- Do not build last years Model. Trends have changed and buyers are looking for new. Just because other builders are not ahead of the curve does not mean you should be left behind.
- Vapor and watercolors will continue to be in vogue, California Kings with luxury linens are a must.
- There are six sides to a room. Do not forget the floor and ceiling. Go upscale to merchandise the room.
- Minimal is in. Think ZEN.
- Kids rooms, dog showers, and extra large laundry rooms.
- Use only top end exercise equipment in fitness facilities unless you want to sell down. Make people feel everything they are getting is the best.
- SPA systems, steam, sanctuaries, color therapy, are the rage.
- Cork, coconuts, bamboo, plug in drawers, Turbo Chef Ovens, wood tubs, big wine cabinets, hands free faucets, multi tasking appliances, convenience, LED faucets.

## *The Proper Sales Team and Sales Training*

### *Is What Drives This Ship*

FOR THE LATEST IN SALES MANAGEMENT KNOW HOW, CALL TODAY TO BRING IN NEW HOMES AND COMMUNITIES TO ESTABLISH A SALES AND MARKETING GAME PLAN FOR YOUR COMMUNITY.

## *Our History Is Our Badge Of Honor*

