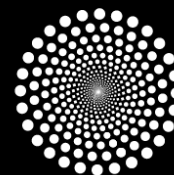
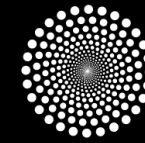


Don't Forget to Sell It (and other useful tips)

NTBA Spring Round Table
April 2019



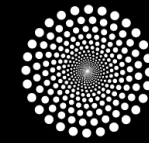
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B R A N D I N G



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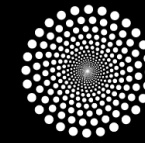
Where we're headed:

- Truth or Flair?
- Dog Food, Search & Cars
- Real Estate-Specific Challenges
- Firewood, Booze & a Kayak
 - Who Tells Your Story
 - Tips & Timelines



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BRAND = REPUTATION

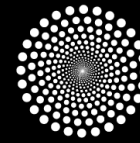


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BRANDING =
The Practice of Intentionally
Producing A Reputation

BRAND WHERE YOU CAN STAND

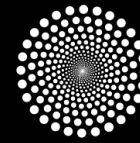
- What are your core values?
- What is the experience you are committed to delivering?
- How will you deal with mistakes?
- How will your community positively impact the lives of the people who live there?
- How will it do so differently than their other choices?



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BRANDING



©Mars, Incorporated 2005



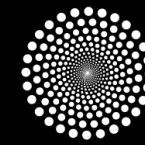
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I've searched trillions of times

ALWAYS COME BACK TO WHAT'S TRUE. THEN ASK:

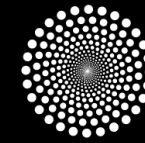
- Who is aligned with that?
- Why does it matter to them?
- What is speaking to them now?
- Psychographics vs. demographics



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BRANDING

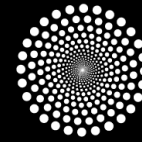


Next



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“People don’t buy brands.
They join them.”
- Faith Popcorn

Real Estate Challenges:

- Selling something that isn't there.
- The most significant purchase decision most people ever make.
- Limited cost-effective marketing tools.

Years of planning, and it comes to:





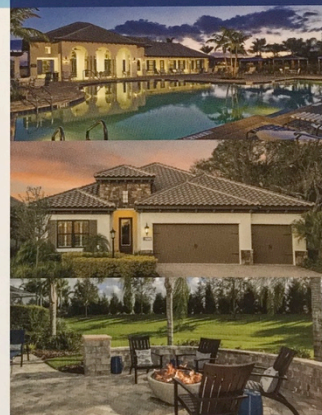
THE HOMES AT INDIGO: Lakewood Ranch is one of Southwest Florida's most thoughtful and connected communities — and Indigo is one of its most sought-after villages! With gated entry, a community pool, an array of activities and amenities, and a variety of stunning Neal homes, you'll find everything that matters to you at Indigo. And that matters a lot.

- Low Community Fees and Maintenance Assistance
- Floorplans from 1,407 to 2,980 sq. ft.
- 3-5 Bedrooms and 2-3.5 Baths
- 2 - & 3 - Car Garages
- Recreation Center with Spa, Fitness Room and Classes
- Pickleball and Bocce Ball Courts

NEAL COMMUNITIES

Where You Live Matters

Call 941.877.5514 or visit NealCommunities.com



TOUR 4 MODELS TODAY!

**INDIGO AT
LAKEWOOD RANCH**
Single-Family Homes from
the Low \$300s - High \$400s



INDIGO
AT LAKEWOOD RANCH

12916 Deep Blue Place
Lakewood Ranch | FL 34211

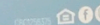


I-75, exit 217A, Route 70 East.
Left on Lakewood Ranch Blvd.
Right on 44th Avenue.

Southwest Florida's Most Experienced
Home Builder For Over 40 Years

2015 Professional Builder
BUILDER
OF THE YEAR

Prices and availability subject to change without notice.



- Goals:
 - Gain attention share
 - Earn the next step
 - Advertising > Website > On-site Visit



INDIVIDUALS WANTED

Eastmore is a new community that celebrates the independent spirit, and people who take the road less traveled. Planned for a variety of beautifully crafted homes, shops, restaurants and gathering spaces, with nature all around, it's a place with room for every kind of passion, pursuit, and perspective. To learn more, please join our interest list at EastmoreGA.com.

Single Family Homes from the \$250s and Townhomes from the \$180s
Fresh Home Designs | Planned Town Center | Preserved Nature & Parks



EASTMORE

EastmoreGA.com



Firewood, Booze & A Kayak

PUSH

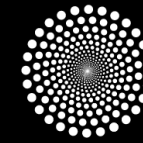
- Print Ads
- **Display Ads**
- Billboards
- **Social Ads**
- Organic social
- **E-flyers**
- Broadcast
- Direct Mail

PULL

- **Organic Search**
- **Paid Search**
- **Website**
- **Events**
- Zillow
- Social posts
- New Homes
Guide

Marketing is how people learn about you.
It is not where they decide if they
believe you.

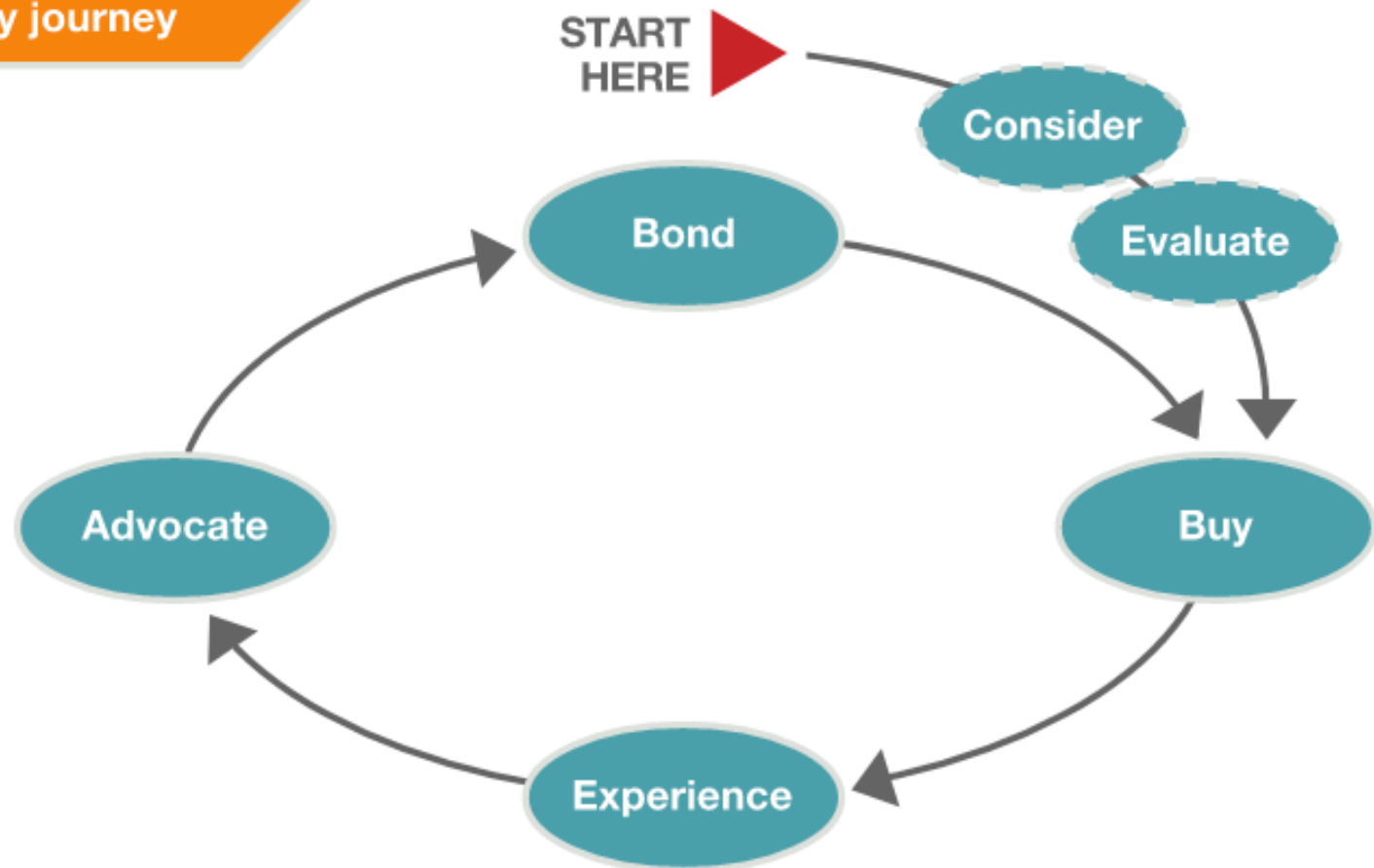
- Direct Experience & Peer Reviews
- On-site Visual Consistency
- Information or Sales Center Staff
- Community Events
- Developer Interaction

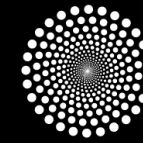


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TO

The accelerated
loyalty journey

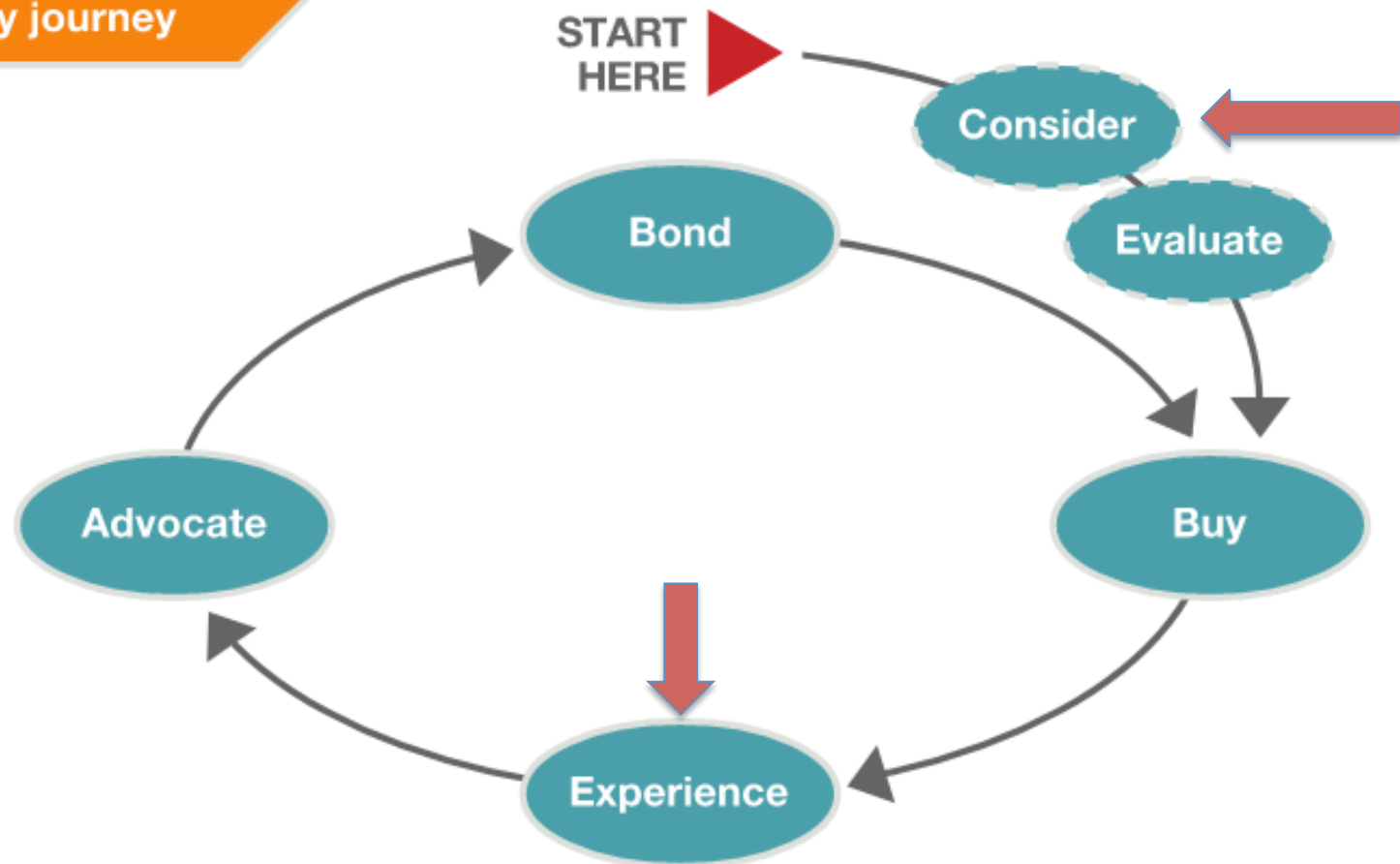


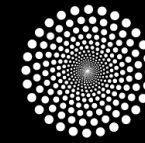


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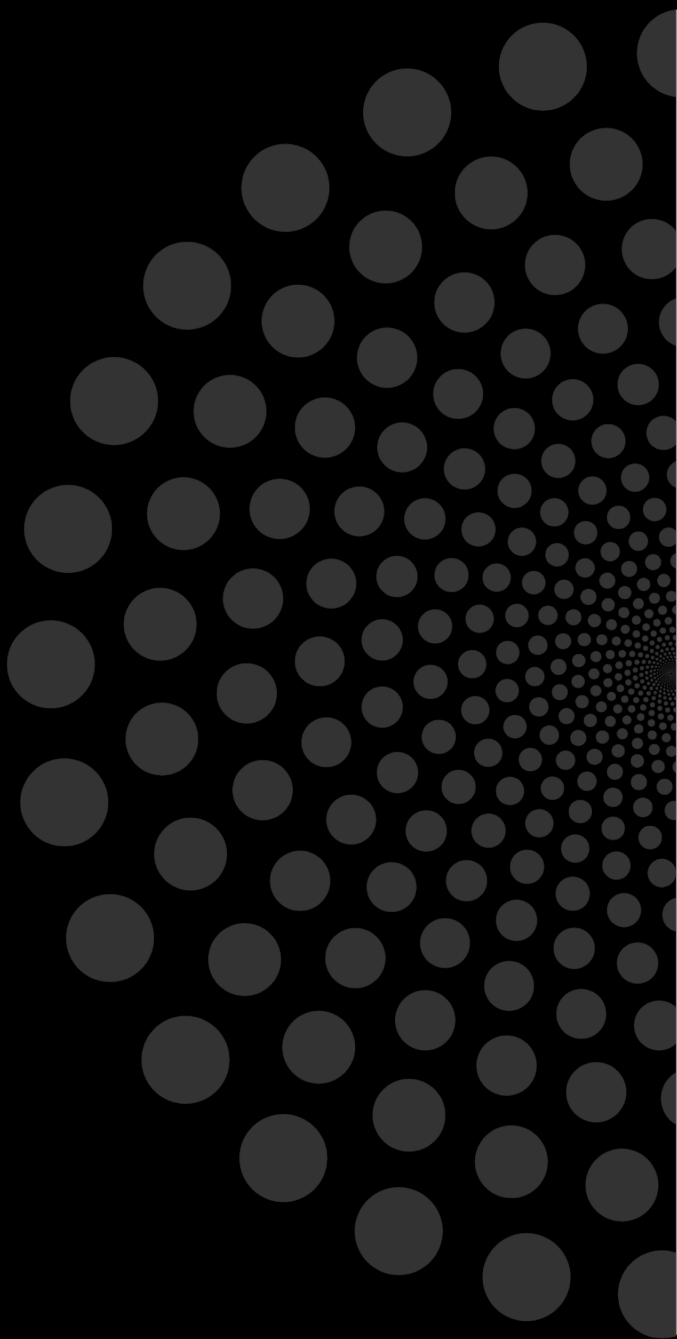
The accelerated
loyalty journey



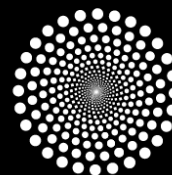


Tips & Timelines

- Brand early, market later
 - Secure your URL when you name your community
- Hire an agency that:
 - You feel truly teamed with
 - Specializes in real estate
 - Has a defined process
 - Knows how to scale for development timelines
- Share your budget
- Evaluate campaign performance monthly
- Structure regular sales & marketing team meetings
- Stay up on EHO and social regulation
- Stay engaged with homeowners



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