



**109 Marketing Ideas For 2009
International Builder Show
Las Vegas, NV**

**Move Marketing to Sales Action
Without Breaking The Bank**

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Getting The Marketing Train Back on Track

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With dollars stretched thin beyond belief, and the market still in recovery marketing plans and budgets have gotten lost in the panic just to stay in business.

To get back on track we need to start with Internal Marketing based on the following strategies:

- 1. Redefine core values and corporate culture.**
- 2. Keep decisions consistent with your principles.**
- 3. Reposition yourself and your mission if necessary.**
- 4. Always remember quality in business must be founded on trust.**
- 5. Redefine your brand based on company philosophy rather than pricing incentives and discounts.**

Reevaluate ALL Marketing Strategies

- Advertising – print, media**
- Signage**
- Web Site**
- Public Relations**
- Realtor Connections**
- Product Design and Positioning**
- Merchandising Analysis and Design**
- Prospect Profile Surveys**

Marketing is a Team Effort Pulling together to Get the Job Done



- **Teach all employees to look for opportunities**
- **Encourage and expect leads from everyone in the company**
- **Celebrate each and every sale**
- **Ring the bell and tell the good news**
- **Make sure everyone in the company knows when a sale happens**

Open Your Mind to The Possibilities

Cost effective and results oriented marketing takes a big plan – The smaller the budget the bigger the plan.

For more ‘bang for your buck’ add duplicity to marketing efforts

Bring marketing to point of sale for dual impact

- ✚ **Display Web Contact and Information in models and sales environment.**
- ✚ **Use Newsletters as handouts to visitors.**
- ✚ **Make note cards and postcards from end run brochure printing.**
- ✚ **Laminate all print ads for sales center and model displays.**
- ✚ **Display Public Relation stories of charity events, awards/honors won, and education achieved.**
- ✚ **Handout design/merchandising information from your Interior Designer and Architect.**
- ✚ **Run continuous reel of owner appreciation parties, testimonials, charity events, builder/developer welcome and team introduction.**

Ideas to Make Marketing More Profit Centered Strengthen Your Weaknesses



- **Hire a support and service Agent dedicated to implement and support all technical application and follow up**
 - Timely on line response service
 - Traffic Sourcing
 - Follow up
 - Paperwork
 - Customer Service
 - Newsletters
 - Data and Web Management
 - Internet Leads
 - MLS Updates and Realtor Information
 - Figure cost per traffic unit and cost per sale

- **Marketing Department to train every employee and representative in the company regarding.....**
 - Your Plan
 - Your Mission
 - Your message
 - Your philosophy
 - Your brand
 - Your USP's

- **Marketing Department to instruct, teach, coach and interface with Sales Team**
 - Quarterly meetings
 - Before each grand opening
 - Interactive strategy sessions
 - Feedback when marketing tactics are being changed or challenged
 - Meetings to discuss traffic and buyer profile and source

- **Snail Mail Still Works**
 - **Appreciation cards**
 - **Post Cards**
 - **Newsletters**
 - **Flyers**
 - **Invitations**
 - **Calendar of Events**

Your Web Site Is Your New Model



More people visit you in Cyber Space than in your Model Space. Over 80% of those that do visit your community site first saw you on your Web Site.

- **Your site must excite and interest your buyer profile.**
- **Follow up immediately with web visits.**
- **Internet users expect and instant reply.**
- **Have interactive computers on site for the high tech inquisitive visitor.**
- **Test market your Web information and set up with folks meeting your buyer profile and lifestyle.**
- **More shopping at home and buying on site.**
- **Include qualifying, loan information, and money matters on your Web.**

Market Green Eco Marketing



Going green is finally getting easier. However, there still seems to be a disconnect between the marketplace and consumer behavior regarding going green. This in part is due to expensive new technologies been forced on consumers by some policy makers who overlook the cost implications for buyers.

Consumers may not be in a position to pay extra for eco friendly components in their homes but everyone is conscious of the need to conserve and reserve for our future. Make sure your customers know the countless things you are doing in your homes to insure the home performs more efficiently. It actually pays to buy a home with better insulation, dual-paned windows, engineered heating and air conditioning systems and state-of-the-art appliances.

- **Get the word out that you are a leader in Green Building without raising home prices.**
- **Energize sales with energy efficiency advertising.**
- **List all products your company uses that are energy efficient and include it as a handout for visitors.**
- **Do a direct mail piece on the products you use that are energy efficient, low emitting, and promote sustainability in your homes.**
- **Train your sales team on your product information. Some Examples**
 - **Engineered wood products**
 - **Innovative plumbing systems and fixtures**
 - **High-efficiency toilets**
 - **New water-conserving designs and plantings for landscaping and irrigation**
 - **Emission reduction**
 - **Improved insulation installation**
 - **Engineered HVAC systems**
 - **Tight HVAC ducts**
 - **High-efficiency glazing**
 - **Low or no VOC for paints, lacquers, floor underlayment and carpet**
 - **Prevent run-off and protect storm drains**

Get Involved with Community Affairs

Plan a Monthly Calendar of Events

- **Race for the ‘cause’ at your place**
- **Safe Halloween for Children**
- **Collection Stops for recyclable products**
- **Open your homes for community meetings and events**
- **Drop off location for food banks**
- **Neighborhood Easter Egg Hunt on your grounds**
- **Home Safety Seminar for the Community using your models**

- **Create a Charitable Foundation Fund – Sell raffle tickets for prizes with proceeds going to a local charity or family in need.**
- **Recognize community ‘Acts of Kindness’ and sponsor awards**
 - **Customers and community to submit names for selection**

Create Positive Emotion from Arrival to Exit



- **Use a landscape designer not a landscape contractor**
- **Plant trees – bring in lots of greenery to eliminate the parking lot look.**
- **Upgrade your landscaping – a cost effective way to excite**
- **Replant with color seasonally**
- **Consider including a more complete and consistent landscape package with home.**
- **Maintain landscaping with weekly grooming.**
- **Create a dynamite entry statement**
- **Keep construction site clean and signs in top condition**
- **Celebrate your last sale with balloons and flags**
- **Welcome your latest owner move in with ‘red carpet’ treatment**
- **Change sold and available signs to show new action and activity**
- **Draw them in with community ambiance**
- **Check yourself – does your appearance correctly represent your marketing statement?**
- **Add extra plantings, walkways and gardens to your inventory homes.**
- **Is your community ‘inviting’ to those who drive by?**
- **When budgets are low have a company ‘clean up’ and planting party**

All the dollars spent on advertising and marketing to draw them in will be wasted if your neighborhood is not in tip top condition when they arrive. Make sure your sites do not look shop worn.

To Get Buyers Out of Their Cars Utilize Your Place



- **Create a sense of community within rather than a construction site**
- **Refresh your exteriors with new and distinctive elevations and rich architectural details.**
- **Light up courtyards, gardens and common areas for greater impact.**
- **Turn a summer weekend into a ‘Picnic with Us Event’**
- **Play areas for children – outside in summer- inside in winter**
- **Golf Pro to demonstrate swing and putting skills**
- **Create bikes paths and walking trails on common land if space permits.**

Slow Awhile Down and Stay



- **Run current movies on wide screen TV in showcase homes**
- **Breakfast Bar with Late Centers**
- **To Go Mugs with your name and logo**
- **Large Interactive touch screen monitors to explore different plans, architectural designs and luxury appointments, and color palettes.**
- **Chili Cook off**
- **Wine tasting from local wineries**
- **Leverage your design center**

More Ideas For Event Marketing



- Patio BBQ
- Feature local chefs for cooking demonstration
- Book signing by local authors
- Feature local artists on site
 - Have them paint a picture of your community and raffle off to one of your owners
- Feature Professionals in How to Buy a House Party
- Lend your space for Tupperware, Longaberger, Avon parties

Excite, Cause Action, Make Decision The Pathway from Marketing to Sales

- It's Party Time
- VIP Preview
- Presale Opening
- Grand Open
- Celebrate Each Phase Opening
- Feature Completed Home (Inventory)
- Appreciate Your Buyers
- Meet The Neighbors
- Grand Close

Wishing you extraordinary Success in Marketing and Sales In 2009....Bonnie Alfriend, MIRM, FELLOW

Handouts: www.buildersshow.com