



SMITH MOUNTAIN LAKE

Prudential Waterfront Properties The Farm Pocket Folder Brochure

Research:

The Farm development at Smith Mountain Lake (SML) is the most recent residential development by The Willard Companies, a real estate development firm based at SML. The Farm is a community featuring 63 property lots including 17 waterfront homes known as Hammock Pointe, a subdivision of newly constructed homes, 17 estate lots, and 33 lots ranging from 1.7 to 5.4 acres in size. Most significantly, The Farm is an earth-friendly development designed in accordance with the Earth Craft™ housing program incorporating green building materials and preserving a large quantity of acreage within the community. In order to promote The Farm to potential property buyers, The Willard Companies marketing department turned to long time marketing partner GO Agency. The firm researched and compiled the most significant attributes of The Farm to create a real estate marketing tool that would best represent the development, while being both comprehensive and personable. The team's efforts included the evaluation of prior marketing collateral results for other Willard Companies communities as well as choosing a target audience demographic based on the company's extensive knowledge of local real estate and The Farm properties.

Planning:

The marketing team agreed a pocket folder brochure would be an ideal marketing tool for promotion of The Farm. The brochure would be a comprehensive resource including information about The Farm, SML, The Willard Co., and Prudential Waterfront Properties, the real estate listing firm. In addition, separate inserts for each of the architectural plans at Hammock Pointe were included in the piece. A pocket folder would allow Prudential Waterfront Properties Realtors the flexibility to include additional information as needed such as personal contact information, amenities listings and client requests. The design of the pocket folder brochure would target the intended demographic of upper-income Baby-Boomers and second home buyers. The Farm's previously designed logo, with a black and gold color scheme and elegant font, provided the foundation for folder design. Because the launch of a new website for The Farm would be occurring in conjunction with the release of this marketing tool, it was concluded that the marketing tool would be most productive if it included multiple calls to action to visit the website.

In an effort to impress the earth-friendly philosophy of the development throughout the pocket folder, the marketing team investigated printers recommended by the Forestry Stewardship Council (FSC) – an organization that verifies earth-friendly printing practices. The team selected local Collinsville Printing Co. based on its having been one of the first FSC-certified printers in the area and their experience as an earth-friendly printing company. The Willard Companies requested Collinsville Printing use a textured vertical-line, recyclable paper to print the entire project. The Willard Companies scheduled the collateral completion deadline for July 1st, 2008, a date just prior to introducing the new community to the public and releasing its properties for

sale. The budget for the entire project was set at \$10,000 based on GO Agency design quotes and bidding received from various printers.

Execution:

GO Agency designed the pocket folder brochure to meet the specifications given by the marketing team. Upon receiving approval on the project’s design, it was sent to the printer. Taking a proactive approach to any potential problems with printing on the special paper stock, a representative from GO Agency visited the printer during the press run to ensure the product would be printed correctly. An initial attempt proved the recyclable paper did require an additional press pass of black ink in order to achieve the desired look. The GO Agency representative remained with the printer to enforce quality assurance for the product. The Willard Companies avoided a potential deadline delay when the printer reported plans to shut down for several consecutive days in order to conduct staff training on new equipment. The printer agreed to change their training dates in order to secure the brochure project from The Willard Companies and the project team did receive 1,000 pocket folders and 6,000 inserts by the July 1st deadline.

The pocket folder included The Farm logo, black and gold color scheme, an FSC logo reading “Mixed Sources product group from well-managed forests, controlled sources and recycled wood or fibre,” a rendering of Hammock Pointe, a site map rendering, amenity information, property information, green building information, a designated realtor business card position, developer profile, a map to showcase The Farm’s location at SML, and multiple references to the website. The 6,000 inserts included a brief summary, price list and four architectural floor plans available at the Hammock Pointe subdivision. The pocket folder brochure was distributed to Prudential Waterfront Properties realtors and property agents for use in marketing The Farm properties. The portfolio is displayed in Prudential Waterfront Properties’ office lobbies and at the SML Chamber of Commerce and Visitor Center. The collateral was also mailed to the existing customer database. The portfolio is included in ongoing weekly open houses at the community. The brochure is available for download at the Prudential Waterfront Properties website and The Farm website. The total cost of the project, including design and printing, was \$8,000 – coming in \$2,000 less than the original \$10,000 budget.

Evaluation:

The project’s management and execution was successfully researched, planned and executed under the allotted budget and by the chosen deadline. The project was received by the July 1st deadline. Measuring the pocket folder brochure’s marketing success was determined in terms of incoming phone contacts, walk-in customers, e-mail responses and increased visitation to The Farm website, as represented by the graphic below. There are currently six or 12% of the properties under contract at The Farm since the inception of the brochure. In comparison with real estate statistics at Smith Mountain Lake, which are down 40% from 2007 to 2008, this result can be gauged extremely successful.

