

Sustainable Real Estate Development

Fall Course - Class 7

Marketing & Sales

What's the Deal?

Purchase Point

- When does the project become a reality?
- Timeline for negotiating
- Pre-Production / Production / Post-Production
- Bidding / Payments / Milestones
- Are there outside stipulations?
- Can progress be tied to milestones?

Creating the Brand

- How is your project unique?
- How is your Team unique?
- What makes your project scalable?
- Will people want more of this type of project?
- What market research can be done to establish the brand?
- Can the brand be packaged to create demand in pre-production?

Packaging

- Highlight 3 most important features
- List 5 important amenities
- Answer why the location is the best
- List 2 reasons
- Describe the experience of living / working in this development
- Provide the names of the team members

Options

- Requests for Early-Bird entrants
- Seminars – Special Presentations
- Advocacy – Neighborhood Promotion
- Early Deposits – Membership?
- Unique Programs – Educational Advantage

Deal Makers & Deal Breakers

- Hard Dates
- Time of Essence
- High Deposits
- Inflexible Payments
- Limited Milestones
- Fast Closings
- Fortright & Honest Dealings