

Marketing Report

Colonial Gardens
Weston, Wisconsin

Presented to:

Ryan Mantey

Asset Development Group Inc./Home Source One





Dear Ryan:

Thank you for the opportunity to visit Colonial Gardens.

Visiting with your management and sales team at Colonial Gardens was one of the pleasures of my trip. I was impressed by their dedication, enthusiasm and motivation – qualities obviously reflected in the appearance of the community.

Enclosed is a report for your review which summarizes my visit to Colonial Gardens, as well as outlines my observations, analysis and suggestions. It is my hope that they will be both useful and profitable to you.

If you have any questions regarding this report, or wish to discuss it further, please don't hesitate to contact me at 586.803.1603, ext. 214.

Regards,

A handwritten signature in black ink, appearing to read 'BJ Krol', written in a cursive style.

BJ Krol
Marketingenuity Inc.

Colonial Gardens

First Impressions

Colonial Gardens represents a high standard by which other communities should be judged. Resources and attention have been devoted to improvements, and it shows. The first impression upon entering the community is a strong one, with freshly seeded grass, the welcoming entrance sign of Home Source One, and a split rail fence with a large sign to identify the community. To a potential homebuyer, Colonial Gardens evokes a positive feeling that would make them want to live there.

Lifestyle

Even this late in the year, it was easy to see the amenities of Colonial Gardens. The younger residents have the numerous play areas, as well as the basketball court next to the clubhouse parking lot. I was pleased to hear that the oversized shed at the rear of the office is planned for use as an exercise facility. This is a great amenity to provide to the residents that really enhances the lifestyle of the community and provides a lot of value. Along the drive to the community offices, the picnic tables in the open space make it easy to see how the community might be enjoyed during the warmer months.

Signage/Offices

The directional signage leading to the community and sales offices is new, and complete with all the necessary information. The community office sends a positive message, although a new door could further enhance its appearance. The office of the community manager was neat and clean. A potential resident viewing the adjacent space would likely appreciate the availability of the community gathering center and kitchen for small functions.

It appears as though there were numerous events held for the homeowners throughout the year that have truly created a lifestyle for the residents. Adding photos of these activities and events to the walls of the community offices, as well as featuring them on the website, would provide a nice point-of-sale feature and reinforce the positive decision to live there.

Homes

The homes of Colonial Gardens are in good condition, and there are several new homes for sale that convey activity and positive momentum in the community. The sectional home with the true foundation and two-car garage is at the very high end of what the community can look like. Nonetheless, a potential resident viewing this home will certainly get the message that buying a home in Colonial Gardens is a good investment.

Personnel

One of Colonial Gardens' greatest attributes is clearly its personnel. They are assets to the company, as well as current and future residents.

The community manager, Leanne Burlington, took me for a tour of the community with great pride, and showed me all of the things that have been done to enhance Colonial Gardens' appearance. She was knowledgeable, efficient, and knew her job well. I could tell instantly that she was proud of the community, and put her heart into her position. There is no doubt that her warm, inviting personality not only keeps current residents feeling good about living there, but also makes potential residents feel welcome. She is a real gem.

In sales, Jerry Clark has a long history in the industry and appears to have acclimated well to the new challenges before him. He is personable, knowledgeable, and together with the new salesperson, should do a fine job of keeping the homes turning.

Best of all, is Tony Kovach. He is the catalyst for all that is right about Colonial Gardens. He leads a team that interacts together with the same determination and conviction that Tony does himself.

Tony has developed a marketing strategy that if incorporated throughout the entire company would be the most cost efficient and expedient way to turn any struggling communities around and get the occupancy levels up. His strategy is suitable for a variety of marketing materials, including advertising, literature and the website. Tony's efforts to get media coverage has resulted in positive public awareness that will only increase the interest in Colonial Gardens and the community lifestyle.

Tony is really on-target with what it takes to market and merchandise the community lifestyle. I strongly suggest that management consider creating a marketing position that would allow Tony to implement his ideas across all the communities. He is onto something with his efforts, and the company would benefit from having a consistent, centralized marketing strategy for all of its properties.

Website

Unlike the Rockvale website, which is buried within the Home Source One website and not very lifestyle oriented, Tony has done an excellent job with the Colonial Gardens website of presenting a lifestyle and the benefits of community living.

The many photographs of people, and the presentation of Colonial Gardens' benefits: what the resident gets, myths and realities about manufactured home living, advantages, and what makes Colonial Gardens great, is very well done. It is obvious a lot of research has been done by Tony and his team to address the concerns of potential homebuyers and overcome the negative perceptions. Overall, it does an excellent job of presenting what community living is all about, and really makes a potential resident interested in finding out more about it.

One addition you might consider for the future would be the placement of contact information on each page. Or, since multiple communities are represented, a link back to the location listings so that the individual sales offices can be more easily contacted via phone or e-mail.

Summary

Overall, Colonial Gardens is a community that appears to be doing everything right. From the strong first impression to potential residents, to its well-maintained appearance and capable management and sales team, Colonial Gardens is on its way to establishing a pattern for success.

If these successes could be implemented at other Asset Development Group properties, I believe the results would be nothing but positive for attracting new residents and satisfying existing residents, alike.

Everyone involved with Colonial Gardens should be proud of their efforts. It's a fine community, and it shows.



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The large, landscaped entrance sign identifies Colonial Gardens well and makes a very positive first impression to potential residents.



The Home Source One sign is also very clear, bold and easily identifiable. A phone number, web address and mention of new and pre-owned homes for sale would be good additions, possibly under the logo.



Not only does this sign make navigating the community easy, but it also includes all the information you would want to provide to potential residents about the sales operation.

Directional signage does a good job of directing traffic to the sales office, and features the added benefit of a phone number.



The community center is neat and clean, and makes a positive impression to potential residents. A new door and office sign would be additions to consider for the future. With all the events that take place throughout the year, photographs of these activities in the form of framed wall displays would be a nice way to showcase the lifestyle of Colonial Gardens at the point-of-sale.



The gathering area is also a nice positive amenity for Colonial Gardens residents, either for individual or community events.





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The large basketball court adjacent to the community office parking lot is a nice amenity for the younger residents.



The future addition of a fitness center in this area will be another great addition to the community that will enhance the lifestyle and provide value to the residents.



Representing the high end of what is possible at Colonial Gardens, this true foundation home with garage shows well, and is sure to attract the attention of the buyers who might not normally consider a home in a community.