



SLV a model for HSV?

Description

by [Lloyd Sherman](#), 10/20/19

Savannah Lakes Village (SLV)

A Model for Hot Springs Village (HSV)?

Many of us are aware that David Twiggs came to HSV by way of SLV. With him came a document he referred to as the Master Workbook. That document looked suspiciously like the CMP once it was rolled out. Twiggs has physically left the scene but remnants of him seem to remain.

David Twigg's Master Plan for HSVPOA

Note: scroll through the pdf's to read. Also, on the pdf's you can zoom in/out to enlarge or make them smaller.

[HSV-Masterplan-Twiggs](#)

SLV is now a part of the Windfall Group, LLC.

In April of 2018 SLV announced they were entering into a partnership with a developer to purchase and resurrect their failed hotel. While no reports are currently available on the status of that venture, what is a fact today is that SLV is now a part of the Windfall Group, LLC. From their website, this is how Windfall describes their company:

“WINDFALL GROUP IS A MULTI-OPERATING COMPANY LOCATED IN THE US, CANADA, AND CHINA. WINDFALL IS INVOLVED IN MANY DIFFERENT INDUSTRIES THAT INCLUDE A BROAD CATEGORY OF REAL ESTATE DEVELOPMENT AND INVESTMENT.”

[Click here to see where SLV fits into the Windfall organization](#)

SLV deserves a closer look

Now a situation like SLV's may never happen here in HSV, but when several conditions arise from the same environment where Twiggs came from, it really deserves a closer look.

So, in exploring the SLV 2012 Marketing Plan, issues of that document gave me pause. Given some recent announcements involving the closure of HSV Village Homes and Land, begs the question of what is coming next? While nothing has yet been formally announced on the POA plan to remain involved in the real estate market, it makes some worry about how things might function. Being involved in projects outside their core responsibility obviously dilutes the efforts to manage their number one requirement, maintenance of infrastructure.

SLV Marketing Plans from 2012

So, let's analyze some of the SLV Marketing Plans from 2012 regarding real estate sales and see what may be proposed by HSV if we follow plans from SLV.

The following documents are taken from the "**Enhancing Real Estate Sales systems within Savannah Lakes Village**" portion of their SLV Marketing Strategy.

2012 SLV Marketing Plan

[SLV2012Marketing-Plan](#)

Excerpt from 2012 SLV Marketing Plan

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Enhancing Real Estate Sales Systems within Savannah Lakes

GOAL & PURPOSE

Organize the decentralized real estate sales environment, increasing lead conversion rate experience for all inquiries regarding our community.

OBJECTIVES: [1] Centralize the sales process from the consumer's perspective discovery process as seamless as possible for the prospective couple researching Savannah Lakes Village through the entire sales process) by developing an integrated customer relationship management (CRM) system to include scheduled community, scripting e-mails and phone conversations, touring, follow up materials. [2] put, take on the identity of the developer from the consumer's perspective. [2] framework necessary and establish proper strategies for centralizing the sales process

- a. *Deliver a positive and professional experience for the prospective couple (from Savannah Lakes Village through the entire sales process) by developing an integrated customer relationship management (CRM) system to include scheduled community, scripting e-mails and phone conversations, touring, follow up materials.*
- b. *Accurately measure promotional media channels by lead performance metrics: visitation rates, and conversion rates.*
- c. *Establishing accountability for advertising programs and partnering real estate agents.*
- d. *Establish efficient and effective sales funnel to measure/maximize the conversion rate for owners.*

BACKGROUND & DEFINING THE NEED:

- *Over the past 11 years (since Cooper Communities completed their sales program in Savannah Lakes Village) prospect inquires and real estate sales generated through community marketing programs through independent real estate offices.*
- *This decentralized environment has been and continues to be a competitive disadvantage from the customer's perspective:*
 - *Inconsistent or non-existent discovery packages offered by sales offices*
 - *Inconsistent scripting and prospect community tours... Experience by the customer is dependent on the sales agent to which they are assigned.*
 - *For prospective couples, the name of various independent real estate offices varies. They inquired because they learned of our community, conducted preliminary research on the lifestyle offered by Savannah Lakes Village. They expect the representative to be professional, positively project the community, and assist them in their research to find a home/property/lifestyle that is right for them - positively and ethically represent Savannah Lakes Village throughout all interactions.*
 - *Despite merging MLS feeds and independent office listing feeds, listing offices do not have a community website, and giving offices a newsroom for posting news, blogs, and social media, the process remains disjointed from the customer's experience.*

- Adopt a Lead Management / CRM software solution providing sales tools and

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- Suggested Sales Program Framework:
 - Develop meaningful/relevant objectives for individual real estate agent appointment as a "preferred agent" of Savannah Lakes Village.
 - "Preferred Agent" status includes the following benefits/sales tools:
 - **Savannah Lakes Village will provide:**
 - Marketing programs to facilitate targeted lead generation support such as community website, online feature pages, le
 - Possible purchase incentives in periods of low sales to inflate
 - Personalized "Open Leads" database account for each agent
 - Recognition as a "Preferred Agent" on the Savannah Lakes personal profile and a direct contact form for direct inquires
 - own "Open Leads" account (see The Landings example on pa
 - Use of "standardized discovery package" as a visitation offer
 - Savannah Lakes Village printed materials as needed
 - Use of Savannah Lakes Village tent and display materials for
 - Periodic meetings for communicating marketing programs, necessary on Open Leads software, website, and other techn
 - **Preferred Agents will:**
 - Agree to established values and ethical standards and preferred agents must continually meet to remain in the program
 - Agree to a small percentage of each property closed on leads covering the cost of lead management system and communi
 - percentage to be set after careful consideration, research. Each agent will be responsible for including this percentage part of the program agreement.
 - Utilize the Lead Management System for documenting the them personally.
 - Work with SLV to create needed referral networks in ke migration to South Carolina and specifically SLV. *An exam relationship with Southeast Discovery, who is entrenched markets that would promote SLV to qualified couples in tho referral fee.*

*Yellow
Preferred agent.*

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ACTIONS & APPROACH

- ✓ Discuss preliminary framework and direction internally and make adjustments as needed
- ✓ Host planning meeting to solicit input from local/regional real estate firms active and in
- ✓ Decision on recommended strategy

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- 1,300 specific named inquiries were turned over to three separate real estate offices on a monthly basis in 2011
- Without a centralized lead management system that is utilized by Savannah Island, there is not a means of tracking these leads to see where they are in the sales process, and they are turned over to independent offices and entered into whatever follow up system they use.
- Feedback is crucial to plug back into our advertising and media selection process to address changing trends with target markets. We cannot accurately measure our marketing effectiveness without a lead management program actively used by agents.
- The CRM function of the system is needed to identify and communicate with clients throughout the sales/communication process. This is also needed to establish a baseline for lead quality and volume delivered from each media source.
- Manual systems are completely inadequate for lead feedback for real estate offices.
- **Software Solution: Open Leads** - Open Leads is a very powerful, yet easy to use (SFA) application. It is unique in that it incorporates both elements of Lead Management and Relationship Management (CRM), without the complexity that most of these systems have. Focusing in ease of use, it overcomes the primary challenge to most CRM or SFA systems actually being used. Open Leads simplifies many of the processes, automates many tasks, and reduces time on task.
- **Solutions that "Open Leads" provides towards enhancing our sales system:**
 - Automated entry of leads in database and assignment to agents
 - Ability to set up any number of data collection points on websites, etc.
 - Ability to manually add call-ins, direct e-mails, referrals and walk-in inquiries
 - Agents have their own personal login where they can access only leads assigned to them personally
 - Agents can add any other leads they personally generate into the program, making it a comprehensive and personalized lead management solution
 - Easy to use and no software to install... Open Leads is an online system accessible from any desktop, laptop, tablet, or smartphone with an internet connection
 - Full featured tagging and reporting ability to track and identify the status of leads throughout the sales funnel
 - Cost: \$500 set up | \$50 per month plus \$5 per agent per month

OTHER POTENTIAL STRATEGIES: (Brief overview of strategies not selected)
There are several different strategies we looked at that SLV could pursue, which are listed below. These strategies were deemed not feasible at this time.

Brokerage Partnership Strategy (Status: Determined not to be the best approach)

Partner with one real estate office to:

- Deliver all generated leads to one central office, and promote such office as "THE" sales office for the Village (See Dataw Island and The Landings examples on page 6).
- Establish consistent scripting, discovery packages, and tours
- Establish a lead management system that will facilitate the flow of leads, prompt follow up, and provide generation source, qualified versus unqualified, and conversion rates providing information to the client.

How this might all come together

Allow me to conjecture how this might all come together based on conversations that are currently being held within our POA here in HSV.

First: Most people do not know that real estate agents currently staff the HSV Chamber of Commerce Visitor Center 7 days a week in hopes of getting real estate related walk-in or phone leads from those interested in HSV real estate. So, there is already a model being used at the west gate where the activities of Discovery Packages could be merged into.

Second: There have been POA driven conversations for years about relocating the Visitor Center at the Chamber, to the Discovery Center at the east gate and the Hot Springs Village leads program, be merged with the Discovery Package leads program remain in the control of the POA. Now let's assume the program suggested for SLV be suggested in HSV with a structure, something like a \$ buy-in, a monthly fee and some percentage of the sales charged by the POA to realtors.

Don't think a scenario like this could happen?

Don't think a scenario like this could happen? Think again. There will be a meeting soon with the Hot Springs Chamber on this subject. I predict the POA will not close the east gate facility and if discussions with the Hot Springs Chamber proceed, the merging of the Visitor Center will be proposed. I also predict that something, like outlined on page 3 of the insert, will start surfacing within the next few weeks.

None of this will impact the quality of life for property owners, but what will happen is that an opportunity to completely close the east gate facility will be gone and more property owner funds will be spent unnecessarily for functions and software tools that could have been absorbed by the HSV Chamber and Board of Realtors.

The POA should be out of the real estate sales business

RESULT: While the POA should be out of the real estate sales business and allow it to be handled by those motivated to make it work, they will want to control the process. It will be a hot mess. Clients want to have a single point of contact (their agent) and if they are constantly getting bombarded from multiple sources, they are likely to withdraw from the process. Real estate agents will become disgruntled and will withdraw from the program as they did on the POA lot program. And while these POA resources are managing a function they are not equipped to handle, those resources could have been directed to the maintenance needs of the Village.

Another unnecessary money drain

This is another [unnecessary money drain the POA](#) will propose and adopt. When will the waste of money cease? We NEED to elect 3 more POA Board Members who will fight to stop this senseless spending on projects that are draining POA funds. These are YOUR funds paid by YOU to keep the Village properly maintained.

SHOW YOU LOVE HSV!

SHOW YOU LOVE HSV! The 2020 HSV Board of Directors' election is coming soon. Elect smart Board members who have YOUR Village at heart. Help us get our Village BACK ON TRACK with proper care, repair, and expenditures of YOUR assessment funds.

Appendix – Supporting Materials & Research 2012

[SLV2012Appendix](#)

By **Lloyd Sherman**, October 20, 2019

Category

1. HSV Villager's Opinion
2. Lloyd Sherman

Tags

1. hot springs village
2. hot springs village lloyd sherman
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