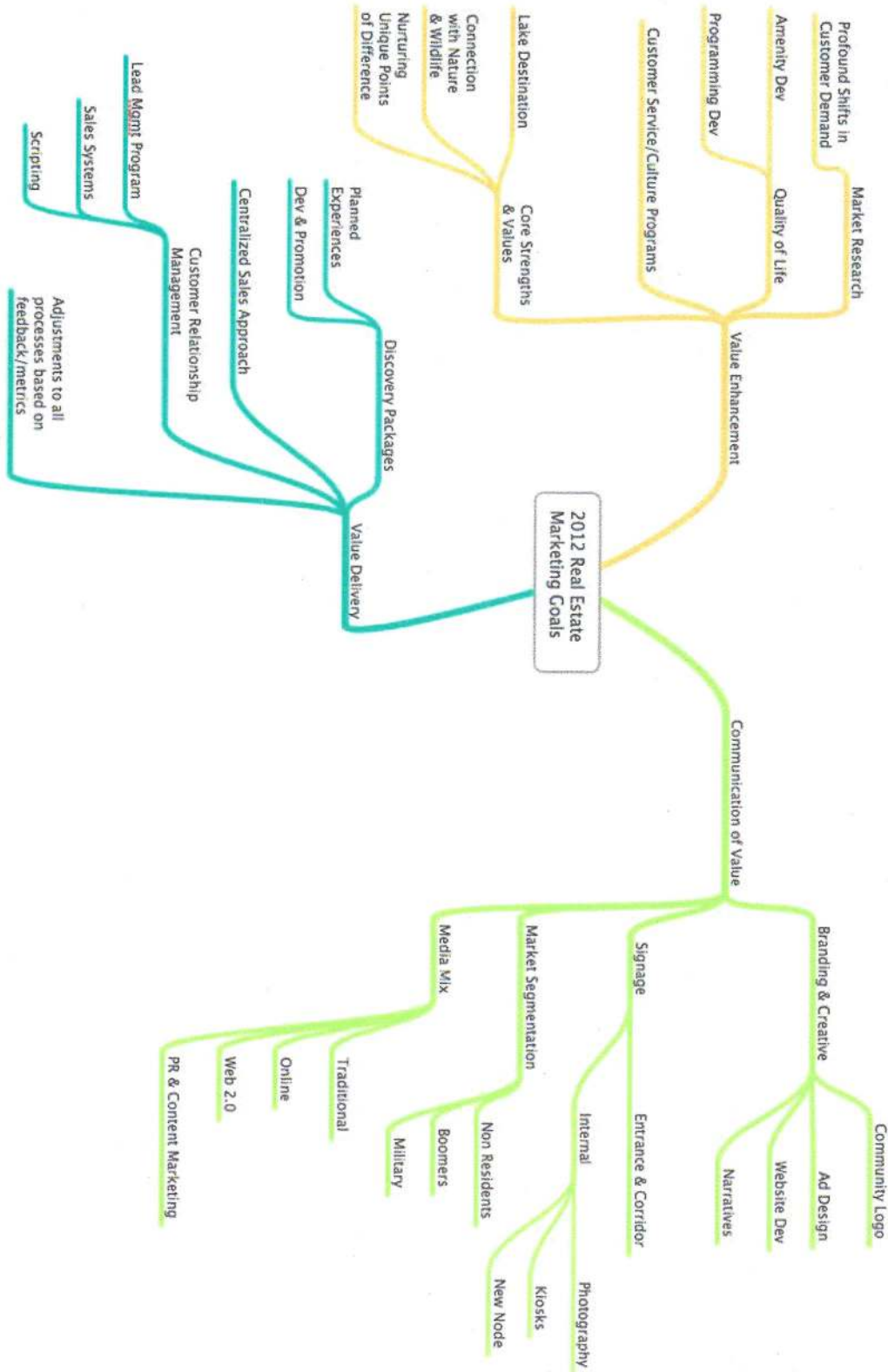


# Appendix | Supporting Materials & Research

## 2012 Goals Map



## 2010 Property Owner Survey | Abridged Summary of Data

Survey responses were received from 353 Resident Property Owners (35% response rate) and 96 Nonresident Property Owners (4% response rate). Provided below is a summary of the significant response data. The N/A rate reflects a question not asked to both groups.

Survey Question Subject	Non-Resident Responses	Resident Responses
<b>Current Residency</b>	62% live in GA, IL, MI, or SC	N/A
<b>Age of Household Members</b>	49% in their 60's 7% in their 70's	58% in their 60's 25% in their 70's
<b>Reason for Lot Purchase</b>	35% - 2 <sup>nd</sup> Home 50% - Full time residency	91% - Full time residency
<b>Time Spent at SLV</b>	72% - Once or Many times/year 43% - more than 4 days/visit	92% - at least 8 months/year
<b>Timetable to Relocate to SLV</b>	24% - within 2 years	N/A
<b>Build/Buy Preference</b>	80% - Build	N/A
<b>Residents Considering Moving from SLV</b>	N/A	5% Plan to relocate annually
<b>Primary Reason to Relocate from SLV</b>	N/A	30% Physical limits or health reasons
<b>Changes that Might Make You Reconsider</b>	N/A	37% - Small, low-maintenance housing 29% - Assisted living facilities
<b>Preference for Next Home</b>	73% - Single Family 3% - Assisted Living	49% - Duplex or Condo 28% - Assisted Living
<b>Green Design and Energy Efficiency</b>	79% - Considers it important	77% - Considers it important
<b>Budget for Next Home</b>	75% - \$300,000 or less	80% - \$300,000 or less
<b>May Require Special/Assisted Care in Future</b>	25% Think they might	34% Think they might
<b>Would You Recommend SLV</b>	92% - Yes	92% - Yes
<b>Reason for Recommending</b>	52% Cited close to amenities, lake, friendly residents, overall feel of area, and SLV's facilities	54% Cited same reasons as the Nonresidents
<b>POA Dues</b>	47% Felt they are about right 25% Think they are too high	53% Felt they were about right 13% Think they were too high
<b>Usage Fees</b>	43% Felt they are about right 16% Think they are too high	42% Felt they were about right 19% Think they were too high
<b>Focus for SLV General Operations</b> Strict fiscal policy & Balanced Budgets Open Communications with members Maintenance of existing facilities	39% 14% 18%	36% 17% 19%
<b>Enhanced Recreation Opportunities</b> Hiking & Biking Lake area for canoeing & kayaking Golf Academy facility	29% 19% 18%	23% 9% 18%
<b>Social Activities</b> SLV POA owned Beach facility More informal dining options Small upscale steak/seafood option	31% 27% 19%	22% 31% 17%
<b>Building and facility improvements</b> Bigger 19 <sup>th</sup> hole Bigger meeting and fitness space Create a media center	30% 19% 20%	42% 15% 14%
<b>Other services SLV could offer</b> Bike/cart paths in communities Walking paths between communities More commercial business Assisted Living facility within SLV	24% 19% 22% 7%	13% 15% 21% 20%



## Savannah Lakes Village Identity/Creative Development

What is the essence of Savannah Lakes Village? What are the essential elements that communicate relevant value and attract people to the community? Is it the houses? Is it the amenities? Or is it something more basic, something that people respond to on a deeper level? Ideally situated in the heart of both the Sumter national Forest and Lake Thurmond (a 70,000-acre lake), Savannah Lakes Village appeals to residents - both current and potential - because of its unique natural location. It is a factor in the Savannah Lakes Village equation that has not historically leveraged. We now have an opportunity to recast the community, not only rectifying this missed opportunity, but to also establish a standard for community branding and programming moving forward.

The tone of Savannah Lakes Village has been country-club-esque, with a current identity that could be dropped in at any golf course community in the industry generally fit. Going forward, we must create an identity that is less "country club formal" and more casual... A place where people can relax in the unique environment and enjoy the company of neighbors and visiting friends. It must reflect the outdoor activities offered by living on a natural, unspoiled 70,000 acre lake and in the heart of a National Forest. The primary logo and creative materials must convey a visual example of the lifestyle Savannah Lakes Village has to offer, and the unique points of difference it provides to owners and their families.

Drawing inspiration from the natural environments that surround Savannah Lakes Village, as well as successful communities using the natural environment in their branding (such as Serenby, Brunswick Forest, Camp Lake James, Palmetto Bluff, River Island), we are developing an identity that communicates the value and appreciation we place on the natural world surrounding our community. We want the identity to authentically differentiate the experience of visiting and living in Savannah Lakes Village. We must focus on these elements that make our community and the amenities that we offer unique. Any developer can build a new golf course community, and they have... The industry is saturated. We must create value through the uniqueness of our surrounding environment and communicate in our unique selling points. We either create new value (growth), or continue to compete in saturated markets for value others have already created (decline).



**Initial Branding Concepts:** The symbolism of the eagle as an identifier with Savannah Lakes Village aligns with our unique selling propositions and markets:

- Identifies with the value of our protected lands and waterways – Living within a land and wildlife refuge
- Differentiates and adds value to the golf experience... Not just another country club community.
- Communicates strength, pride, stability... In the context of America, the eagle also represents community.
- For the military markets we have identified, the eagle is a symbol of patriotism and dignity.

## Savannah Lakes Village Signage Program

Savannah Lakes Village Signage has become stale, inconsistent, and in a state of disrepair. The state of our current signage screams to the thousands of travelers that pass through our community every day that we are a distressed community. This hurts our reputation with residents, locals, business and political leaders, and prospective families as they arrive in Savannah Lakes Village. Furthermore, updating community signage to reflect community values and unique selling propositions expressed in our advertising and branding is critical.

We are currently identifying our total signage needs, from major entrance and corridor signage to proper identification of facilities, common areas, and nature trails. We are working with AAA Signs - major signage company covering the Southeast region - to plan out this process over a multi-year period. Our goal is to address the highest visibility areas first. There is currently \$30,000 in the capital budget earmarked for signage improvements.



Example of Initial Signage Concepts





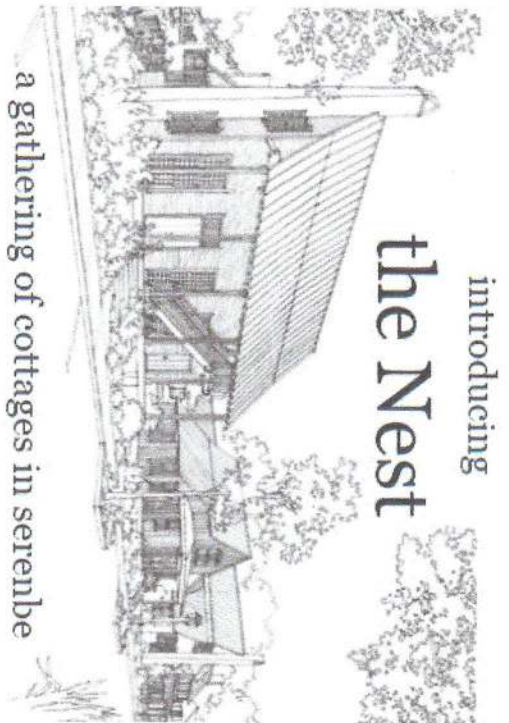
Price range: \$265,000 - \$455,000

Designed by Lew Oliver, Nest - Built by Martin Dodson Homes

**Nest.**

- Smaller Footprint Cottages
- EarthCraft Certified Green Building
- Passive Solar
- Geothermal Heating
- Reclaimed Wastewater & Stormwater for Irrigation
- Energy Star & Water Sense Appliances & Fixtures
- "Night Sky" Uplighting Regulations = Bright, Star-filled Skies
- Walking Distance to Organic Farm, 6-Acre Lake, Restaurants, Shops, Art Galleries, & Spa
- Minimal Grading & Disturbance of the Land
- Natural Landscaping includes Edible Fruit Bushes & Trees
- Concierge Recycling and Compost Service
- Underground Utilities
- Pre-Wiring for 21st Century Technology

Call Serenbe Real Estate for more information or to set up a site visit: 770.463.9997.



a gathering of cottages in serenbe

At Serenbe, we constantly strive to introduce smart, environmentally responsible approaches to community development. Our newest product is a group of 15 small footprint cottages with the latest environmental features -- demonstrating top quality green construction and thoughtful land planning.

These cottages respond to an emerging value shift -- homeowners realizing "home" is more than a structure, and a true community with neighbors as friends is important. Our cottages have front porches and sidewalks, encouraging interaction with neighbors. Trails connect homes to nature and to modern amenities of good food, art galleries and shops. Children can walk to the bakeshop or navigate a stream; adults can have a *New York Times* recommended meal or lose themselves in the seclusion of preserved forestland. Spend a day volunteering on the Serenbe Farm, just across the street. Go fishing in the 6-acre lake, just outside your door.

The Nest plans, designed by Lew Oliver, are perfect for Serenbe -- a place where life resembles a simpler time, yet is a national model for environmentally responsible and healthy living.

Come envision your life here.



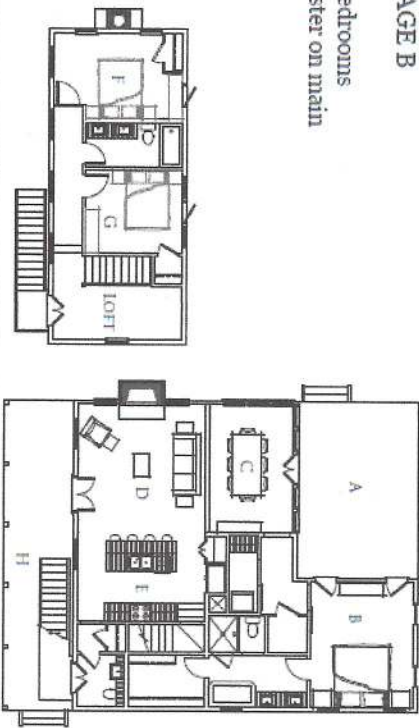
### COTTAGE A

- 3 bedrooms
- master on main



### COTTAGE B

- 3 bedrooms
- master on main



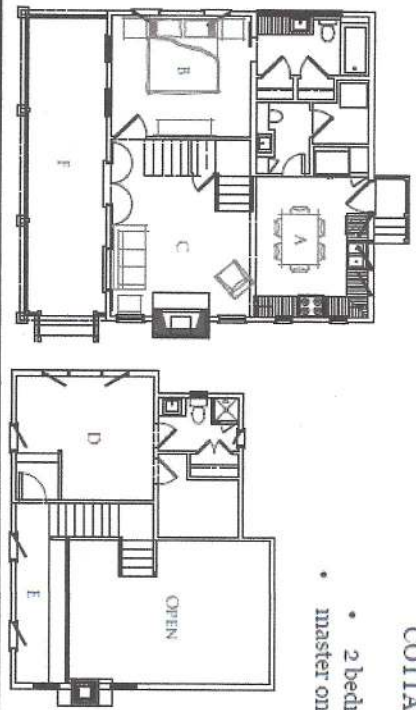
### COTTAGE C

- 2 bedrooms
- office



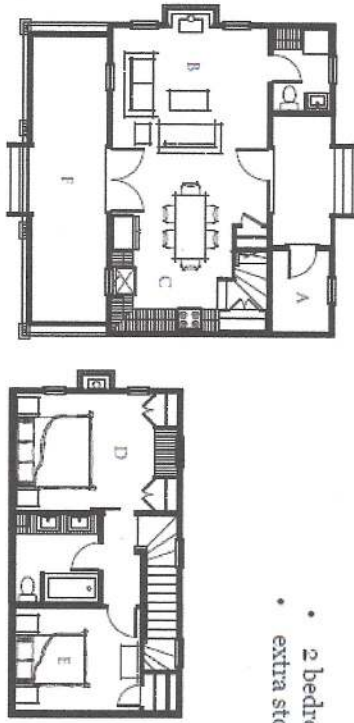
### COTTAGE D

- 2 bedrooms
- master on main



### COTTAGE E

- 2 bedrooms
- extra storage



### COTTAGE F

- 2 bedrooms
- master on main



A 1% transfer fee is applicable to all sales. A yearly HOA fee is applicable to all sales. The information in this folder is believed to be accurate but is not warranted and is subject to errors, change, omissions, prior sale and withdrawals without notice.



# THE WALL STREET JOURNAL.



## Outside Atlanta, a Utopia Rises

By KEVIN SACK

EACH morning, as the breakfast dishes are cleared, Nick Melvin escapes the kitchen at the [Inn at Serenbe](#), where he is the executive chef, and drives five minutes down a country road to a sumptuous 25-acre organic farm. There he examines the collards and the mache, the sunchoke and the carrots, and decides what looks best for that night's table and next week's menu at the [Farmhouse](#), Serenbe's acclaimed restaurant.



Since opening in Palmetto, Ga., in June 2006, the Farmhouse has become a Southeastern showcase for the country's growing farm-to-table movement, winning accolades for food that is both innovative and authentic. The same ethos, it would seem, infuses just about everything in Serenbe, a utopian experiment in New Urbanism being molded out of red [Georgia](#) clay, about 30 miles southwest of downtown [Atlanta](#).

In just a few years, this idyllic community — which aspires to be something of a Sonoma for the New South (though without the wine) — has become a destination for Atlantans in search of a day trip with the kids or a getaway without them. My wife, Dina, and I recently took the latter course, and quickly discovered a refuge that washed away the stresses of city living within minutes of arrival, after an hour's drive through Atlanta's ever-worsening traffic. Despite only word-of-mouth advertising, it is increasingly attracting visitors from afar, some on extended layovers at nearby [Hartsfield-Jackson Atlanta International Airport](#).

Serenbe defies easy description, and is perhaps best understood through the story of its creation. In 1991, Steve and Marie Nygren, an Atlanta couple with deep roots in the city's culinary life, took their three daughters for a ride in the country. The trip was prompted by the advertisement of a farm for sale, and the family ended up buying the 60-acre parcel, with its 1905 farmhouse and rolling terrain, as a weekend home.

Three years later, Mr. Nygren sold his stake in Peasant Restaurant Group, which had helped introduce Atlanta to fine dining in the 1970s with restaurants like Pleasant Peasant and [City Grill](#), and he moved his family to the farm. His wife, whose mother had owned [Mary Mac's Tea Room](#), one of Atlanta's most beloved Southern eateries, christened the place Serenbe, because it was such a serene place to be.

Within two years, the Nygrens had converted the farmhouse into a bed-and-breakfast, and begun a series of additions and improvements. The barn became a guesthouse, and several tin-roofed cottages were restored into romantic hideaways. There are now 19 guest rooms in different configurations.

They planted a [garden](#) thick with [tomatoes](#) and zucchini, and dug a pair of swimming pools, along with a [fishing](#) pond. They populated the property with llamas and donkeys and rabbits and goats, and added a croquet lawn, an open-air pavilion for weddings, miles of [hiking](#) trails and a labyrinth made of stones cleared from the organic fields.

"We invited people to come and simply unfold and relax," Mr. Nygren said in a recent interview at the Farmhouse, over a Sunday lunch of peppery buttermilk fried chicken, served with Creole stewed tomatoes and creamed greens. "Just being in nature was enough."

In 2000, while jogging, Mr. Nygren noticed bulldozers on adjacent farmland and promptly panicked that Atlanta's sprawl was



about to consume his solitude. He quickly purchased 900 acres adjacent to the farm and, feeling it was inevitable that land so close to the city would be developed, determined to set an example.

He did so only after banding together with neighboring landowners to push through zoning changes aimed at limiting development to self-contained clusters, surrounded by wilderness. Under the plan, 80 percent of the 40,000-acre Chattahoochee Hill Country region must be preserved as green space.

In the last five years, Serenbe's first two high-density hamlets have risen, shaped like omegas to flow with the undulations of the land and constructed according to stringent environmental and conservation standards. They have a Main Street feel, with Arts and Crafts cottages sharing the winding lanes with loft-style town houses and sleek modern boxes. Front porches supplant front lawns, and the sidewalks are dotted with fanciful lampposts that seem to have been designed in Whoville.

One hamlet, Selborne, is devoted to the visual and culinary arts and features two galleries, a gourmet grocer, a [bike](#) rental, a salon and several boutiques. A bakeshop, the Blue-Eyed Daisy, serves as the village gathering spot, luring visitors with red-velvet cupcakes. The other hamlet, known as Grange, has an agricultural theme and includes the stables and organic farm. A third neighborhood is being planned, with a focus on health and healing, though the economy has slowed the progress.

The community sponsors frequent weekend festivals, farmers' markets and other events, including an annual November fundraiser for Les Dames d'Escoffier International, the women's culinary group, that attracts foodies from across the region to sample the area's best chefs.

Last August, Hilary White, who had been the longtime executive chef at 103 West, an Atlanta mainstay, opened the [Hil on the Hill](#) in the heart of the village, giving diners a second option for cooking that originates at Serenbe Organic Farms. Like Mr. Melvin, Ms. White makes daily pilgrimages to hand-pick produce for dishes like chicken pot pie and pork ribs with okra stew, and to leaf through seed catalogs with the farm manager, Paige Witherington. When we visited for dinner, she stopped by the table to shave fresh fennel onto my wife's citrus salad.

Dining at one of the Farmhouse's 10 or so tables is an almost worshipful experience. Soft string [music](#) sets the mood, and guests await the next course in cheerful whispers. Our outstanding prix fixe meal, which came with [wines](#) paired to each course, started with charred lamb carpaccio and a melt-in-your-mouth gnocchi made with spinach and shrimp, followed by entrees of molasses-lacquered short ribs served over creamed grits and wild Georgia shrimp surrounded by braised fennel, celery, pearl onions and artichokes.

Our breakfast the next morning — with Mr. Nygren pouring the coffee — was equally memorable: perfectly scrambled eggs with an oniony maple-pear sausage and stone-ground organic grits.

The spacious rooms at the Inn at Serenbe, in the main house or the cottages, are simple and fresh, with cushiony beds that insist that you sleep. The Nygrens serve an afternoon tea, and guests are invited to help feed the animals on Saturday mornings, to gather around a lakeside bonfire on Saturday nights, and to take a hay ride on Sunday mornings.

We were not there on a weekend, and found we did not need the distractions. We walked the farm and took pictures with the pigs. We explored the village in fascination at what the Nygrens had built. We watched five consecutive episodes from the "Mad Men" DVD we had packed. We slept and ate extremely well. Ignoring the occasional plane overhead, we bathed in the solitude. And in reconnecting to the land, even for just two days, we found that we connected to ourselves and to each other.

#### FARM-TO-TABLE EATING

The **Inn at Serenbe**, 10950 Hutcheson Ferry Road, Palmetto, Ga., (770) 463-2610; [www.serenbeinn.com](http://www.serenbeinn.com); the **Farmhouse at Serenbe**, open for dinner Thursday to Saturday and for Sunday lunch; (770) 463-2622; [www.serenbefarmhouse.com](http://www.serenbefarmhouse.com).

The **Hil on the Hill**, open for dinner Wednesday to Sunday and brunch on Saturday and Sunday; (770) 463-6040; [www.the-hil.com](http://www.the-hil.com). Rooms in the Main House, including breakfast, range from a low of \$160 a night on weekdays to a high of \$225 a night on weekends, while the two-bedroom Mimosa cottage runs from \$330 to \$350 and a suite in Magnolia Cottage with a kitchenette and a fireplace costs \$275 to \$295.

Dinner for two at both the Hil and the Farmhouse, with wine or cocktails, runs about \$140 without tip. On Wednesday, Thursday and Sunday, the Inn will discount rooms to \$109 if guests spend at least \$60 on a meal that day at either the Hil or the Farmhouse.



## Enhancing Real Estate Sales Systems within Savannah Lakes Village

### GOAL & PURPOSE

Organize the decentralized real estate sales environment, increasing lead conversion rates and delivering a first-rate experience for all inquiries regarding our community.

**OBJECTIVES:** [1] Centralize the sales process from the consumer's perspective to make the research and discovery process as seamless as possible for the prospective couple researching Savannah Lakes Village... Simply put, take on the identity of the developer from the consumer's perspective. [2] Develop the planning and framework necessary and establish proper strategies for centralizing the sales process in order to:

- a. *Deliver a positive and professional experience for the prospective couple (from the moment of contact with Savannah Lakes Village through the entire sales process) by developing an integrated lead management and customer relationship management (CRM) system to include scheduled communications by agents and community, scripting e-mails and phone conversations, touring, follow up materials, etc.*
- b. *Accurately measure promotional media channels by lead performance metrics such as qualification rates, 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 of prospects to property owners.*

### BACKGROUND & DEFINING THE NEED:

- *Over the past 11 years (since Cooper Communities completed their sales program in Savannah Lakes Village) all prospect inquiries and real estate sales generated through community marketing programs have been handled by independent real estate offices.*
- *This decentralized environment has been and continues to be a competitive disadvantage for SLV from the consumer perspective:*
  - *Inconsistent or non-existent discovery packages offered by sales offices*
  - *Inconsistent scripting and prospect community tours... Experience by the customer is based on the office and sales agent to which they are assigned.*
  - *For prospective couples, the name of various independent real estate offices is irrelevant to their research. They inquired because they learned of our community, conducted preliminary research, and are interested in the lifestyle offered by Savannah Lakes Village. They expect the representative to which they are assigned to be professional, positively project the community, and assist them in their research for the home/property/lifestyle that is right for them - positively and ethically representing the identity of Savannah Lakes Village throughout all interactions.*
  - *Despite merging MLS feeds and independent office listing feeds, listing offices and contact info on the community website, and giving offices a newsroom for posting news, blogs, and other content, the sales process remains disjointed from the customer's experience.*

### RECOMMENDED STRATEGY FOR ENHANCING SLV SALES SYSTEMS

- Adopt a Lead Management / CRM software solution providing sales tools and database for participating sales agents (*see page 3*). Adoption of a lead management program is the only way to establish accountability, both for sales agents who have been assigned the lead and for feedback to SLV marketing programs for proper adjustments to planning and selection of media.
- Create "Discovery Package" options, bundling accommodations, experiences relevant to the prospective couple (golf, recreation center, dining, boat tour, and other recreational experiences i.e. hiking/biking, kayaking, etc.) for one set price, with the qualification that prospects must also take community/real estate tour. *See example on page 7*
- Focus on "Preferred Agent" Sales System Development strategy identified on page 4

- Suggested Sales Program Framework:

- Develop meaningful/relevant objectives for individual real estate agents to meet as criteria for 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 along with research/sales support such as community website, online feature pages, lead generation forms.
  - Possible purchase incentives in periods of low sales to inflate demand
  - Personalized "Open Leads" database account for each agent in the program
  - Recognition as a "Preferred Agent" on the Savannah Lakes Village website, along with a personal profile and a direct contact form for direct inquiries that will be captured in their own "Open Leads" account (see The Landings example on page 6)
  - Use of "standardized discovery package" as a visitation offer to assigned leads
  - Savannah Lakes Village printed materials as needed
  - Use of Savannah Lakes Village tent and display materials for promotional events
  - Periodic meetings for communicating marketing programs, research/trends, training as necessary on Open Leads software, website, and other technology as needed.
- Preferred Agents will:
  - Agree to established values and ethical standards and performance standards that preferred agents must continually meet to remain in the program
  - Agree to a small percentage of each property closed on leads to go to SLV POA to assist in covering the cost of lead management system and community marketing programs. Exact percentage to be set after careful consideration, research, and discussions with agents. Each agent will be responsible for including this percentage in the closing, which will be a part of the program agreement.
  - Utilize the Lead Management System for documenting the progress of leads assigned to them personally.
  - Work with SLV to create needed referral networks in key markets for attracting immigration to South Carolina and specifically SLV. *An example would be establishing a relationship with Southeast Discovery, who is entrenched Northeast and Mid-West markets that would promote SLV to qualified couples in those markets in exchange for a referral fee.*

*Yellow  
Preferred agent*

## ACTIONS & APPROACH

- ✓ Discuss preliminary framework and direction internally and make adjustments as necessary
- ✓ Host planning meeting to solicit input from local/regional real estate firms active and interested in SLV
- ✓ Decision on recommended strategy
- ✓ Create/set up lead management program
- ✓ Define qualifications/objective selection criteria for agents and/or office participation
- ✓ Develop proposal outline to guide real estate agents through the request for "preferred agent" status.
- ✓ Launch program

## LEAD MANAGEMENT / CRM SOLUTION

- Establishing a lead management system:



- 1,300 specific named inquiries were turned over to three separate real estate offices on a manual rotational basis in 2011
- Without a centralized lead management system that is utilized by Savannah Lakes Village and agents alike, there is not a means of tracking these leads to see where they are in the sales process. Currently leads are turned over to independent offices and entered into whatever follow up system they provide.
- Feedback is crucial to plug back into our advertising and media selection programs and adjust to meet changing trends with target markets. We cannot accurately measure our marketing programs without a lead management program actively used by agents.
- The CRM function of the system is needed to identify and communicate with leads as a part of a standardized sales/communication process. This is also needed to establish a baseline for objectively evaluating leads delivered from each media source.
- Manual systems are completely inadequate for lead feedback for real estate offices and the SLV marketing
- **Software Solution: Open Leads** - Open Leads is a very powerful, yet easy to use Sales Force Automation (SFA) application. It is unique in that it incorporates both elements of Lead Management and Customer Relationship Management (CRM), without the complexity that most of these applications have. By focusing in ease of use, it overcomes the primary challenge to most CRM or SFA software - which is actually being used. Open Leads simplifies many of the processes, automates others, and keeps sales staff 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. for real estate inquiries
  - Ability to manually add call-ins, direct e-mails, referrals and walk-in into the follow system
  - Agents have their own personal login where they can access only leads that have been assigned to them personally
  - Agents can add any other leads they personally generate into the program, providing agents with a comprehensive and personalized lead management solution
  - Easy to use and no software to install... Open Leads is an online system that allows login access 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 within 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 briefly highlighted 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 Savannah Lakes 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 reports/metrics on generation source, qualified versus unqualified, and conversion rates providing information necessary to rate return on investment of media channels and advertising mix, and accountability of the sales agent to which the lead was delivered.
- Percentage of commission to assist in funding SLV marketing programs

### **Intercept Strategy** (Status: Determined not feasible at this time)



Partner with a leading real estate office within a popular and established destination/relocation area for the development of a Savannah Lakes Village discovery center in such a location, therefore giving SLV a presence and an opportunity to "intercept" these couples as they visit such destinations.

- Example: Reynolds Blue Ridge (now called Blue Ridge Mountain Club) operates a Sales and Discovery Center in downtown Blowing Rock.
- Applying this example: Partner with XYZ Realty located on Main Street in downtown Aiken, SC (other examples of regional towns include Anderson/Clemson, downtown Augusta, Greenville, or even the Square in Abbeville – the key is to establish a location in the happening area of these downtown destinations).
- Deliver all generated leads to one central office, and promote such office as "THE" sales office for Savannah Lakes Village (See Dataw Island example on page 6).
- Establish consistent scripting, discovery packages, and tours
- Establish a online lead management system that will facilitate the flow of leads, prompt follow up, and reports/metrics on generation source, qualified versus unqualified, and conversion rates providing information necessary to rate return on investment of media channels and advertising mix.
- Using the SLV Administration office as a real sales office, converting the great room area into a sales lobby for visiting families
- Percentage of commission to assist in funding SLV marketing programs
- **Potential Downside of Strategy:** Excludes local offices, attracting a regional office to dedicating agents to SLV, travel time of agents to meet couples who "stop in SLV" unannounced
- High potential opportunity... Establish referral relationships that would also facilitate an intercept strategy should be pursued if another strategy is selected.



**Internal Brokerage Strategy** (Status: Determined not feasible in the short term, and not to be the best approach at this time)

Using variations of The Landings and Dataw Island business models create a new business unit within SLV POA to establish an internal brokerage.

- Likely the highest alignment potential and opportunity to build long-term sustainable program.
- Brokerage operates within Savannah Lakes Village office/visitors center
- Generated leads are distributed only to the internal brokerage agents
- Community receives commission percentage to fund advertising programs

## QUESTIONS/CHALLENGES

- Are there enough objective criteria to justify working with one office exclusively?
- Reasons to exclude local offices and/or agents that could be empowered to better promote and coach potential buyers?




## SELECTED STRATEGY

### **"Preferred Agent" Sales System Development Strategy**

Establishing a sales system within Savannah Lakes Village that democratically allows all sales agents the opportunity to meet criteria and participate in the SLV "Preferred Agent" marketing/sales program. This strategy is facilitated by the development of the lead management/CRM software solution.

- *Deliver all generated leads to sales agents in the "Preferred Agent" program on a rotational basis*
- *Each preferred agent would have their own personal accounts within lead management database, with access only to the leads assigned specifically to them. This would also provide the communication and CRM tools to assist in lead follow-up/conversion for the agent and feedback/accountability information to close the loop for marketing programs.*
- *Establish consistent scripting, discovery packages, and tours and provide materials/training to agents*
- *Establish a lead management system that will facilitate the flow of leads, prompt follow up, and reports/metrics on generation source, qualified versus unqualified, and conversion rates providing information necessary to rate return on investment of media channels and advertising mix, and accountability of the sales agent to which the lead was delivered.*
- *Percentage of commission to assist in funding SLV marketing programs, included in closing as payment to SLV POA*
- *Development of "Preferred Agent" page on the Savannah Lakes Village real estate website with forms that will add direct inquires to agent in their personalized lead database account.*
- *See website example of "The Landings" example on page 6"*



**DATAW ISLAND**

GOLF || AMENITIES || LIFESTYLE || REAL ESTATE || NEWS || ABOUT || CONTACT || HOME

### ERA Evergreen Realty



When looking for real estate on Dataw Island, look no further than Hilton Head Island-based ERA Evergreen Real Estate Company. In early 2008, Dataw Island partnered with ERA Evergreen to be the preferred listing and sales firm for real estate sales on the island. As the preferred firm for properties on Dataw, ERA Evergreen is responsible for all aspects of selling homes and homesites within the community, as well as brokering deals with outside real estate firms.

ERA Evergreen Real Estate Company, one of the fastest growing real estate companies in the Lowcountry, is proud to offer the very best real estate services to its customers. The company's vision states that, "ERA Evergreen Real Estate will be the company of choice for customers and agents because ERA sales associates are ethical, forward-thinking and results-oriented professionals who take a proactive approach to real estate. Consumers will have total confidence that they are dealing with a consummate professional demonstrating the highest level of service and integrity."



#### SAVANNAH'S BEST REAL ESTATE

The Landings features a broad array of opportunities, both for enjoying yourself through our many amenities and social groups and through the great diversity of homes and homesites in our community. As the dedicated marketing arm of The Landings (Homeowners) Association, The Landings Company represents our community in its entirety - here, you will find information on EVERY property we have listed for sale.

The Landings Company also is proud to engage the services of a dedicated group of real estate professionals who have a cumulative 346 years of experience in selling real estate in this community. That kind of experience can be a valuable guide in helping you to find the perfect home or lot in the perfect neighborhood of our vast community. While we do help our owners with the sale of a few off-island properties, our dedicated focus is on properties here at The Landings. Nobody knows the real estate on this island better than The Landings Company, and we sell more properties here than all other real estate firms combined.

Created by a vote of Landings residents in 1997, The Landings Company's mission is to support and protect property values throughout the community. The company devotes all of the net revenues generated by real estate sales to market the lifestyle of The Landings. Through marketing efforts, exclusive Discovery Packages for those interested in visiting, and a comprehensive knowledge of the for-sale inventory, The Landings Company serves the needs of both current and future owners.

As is befitting a "small town" like The Landings, the real estate options are vast and diverse. Homes in our more traditional neighborhoods start in the \$200,000s, while homes on the marsh or the river can run over \$3 million. Homesites and condo/cottage units start at prices below that. Our Property Search offers a variety of ways to sort, edit, and view the full inventory of homes and homesites (from all Savannah Board of Realtors brokers) for sale in The Landings, and our agents would be happy to assist you in narrowing your search.

For immediate assistance, please call our office at (888) 825-2901 or visit our on-site Discovery Center (15-20 minutes from Savannah's historic district and riverfront) at 1 Landings Way North, Savannah, GA.



**The Landings**  
ON SAVANNAH'S BEAUTIFUL ISLAND

HOME || AMENITIES || COMMUNITY || NEWS || REAL ESTATE || RESALES || CONTACT

THE LANDINGS COMPANY  
SAVANNAH'S BEST REAL ESTATE PROFESSIONALS

—Home — Our Agents

 ANGELA ATKINS REALTOR	 RICK KARIETY GRI REALTOR	 GARD ROTT GRI, REALTOR, Associate Broker	 ED BUTTS GRI, S.E.E. REALTOR
 MIKE EURON GRI REALTOR	 DIANE CONNOLLY REALTOR	 PHILIP ALSTON GRI REALTOR	 PAT O'CONNELL GRI REALTOR



#### ANGELA ATKINS

Angela is a Native Savannahian and Landings resident for the past 20 years. She has been a fully licensed Realtor with The Landings Company for the past 6 years and has a loyal following of clients who enjoy and appreciate her unique ability to listen, understand their needs & wants, and provide them with personal and superior personal service.

Angela's personal style is friendly and warm. And you can be confident that Angela's in-depth knowledge of The Landings lifestyle, properties, and amenities will make for an effective and pleasant house hunt. With an excellent eye for detail and decorating, she can also help you envision the possibilities of each home you view. If you are thinking of selling your home, Angela will insure your property gets the exposure and professional marketing it needs to sell.

Angela also teams up with her mother, Judy Green, who has been a Realtor with The Landings Company for the past 20 years. Together as a team, you are sure to have all your aspirations

#### CONTACT ANGELA

Call Angela today

Phone: (912) 596-3223

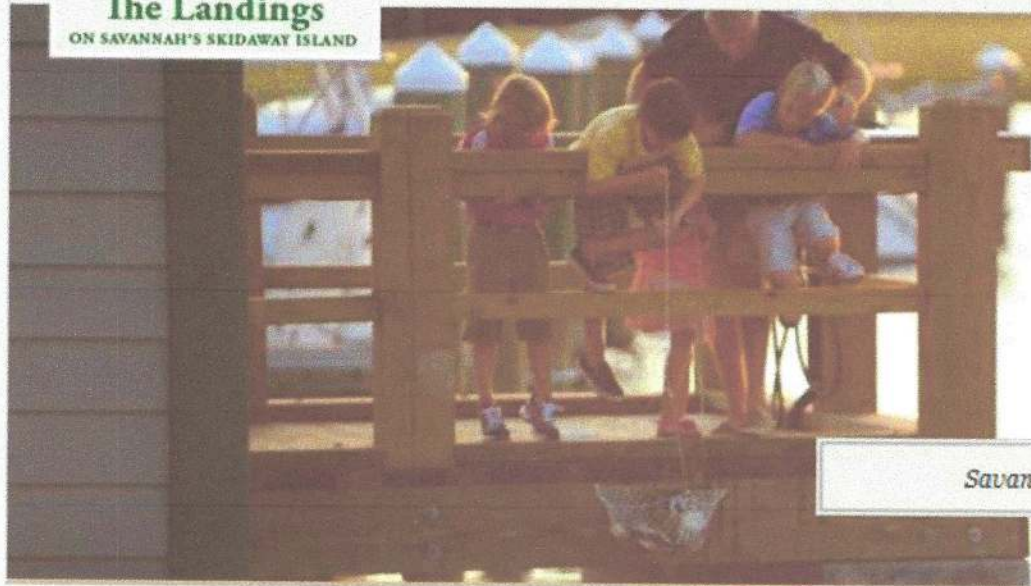
### Sales program examples in other member-

SAVANNAH'S BEST REAL ESTATE





HOME AMENITIES COMMUNITY NEWS REAL ESTATE



#### DISCOVERY PACKAGE

#### *YOU ARE CORDIALLY INVITED..*

..to experience the most exquisite coastal island community in the country.

We offer four ways to discover The Landings.

1. Sneak Peek – \$99 – one night, lodging ONLY

2. Two Nights/Three Days – \$325

Enjoy one round of golf per person or a boat ride for two, and a personalized real estate and amenities tour of our magnificent island, as well as unlimited access to our state-of-the-art fitness facility, pools, tennis center and dining at any of our four clubhouses.

3. Three Nights/Four Days – \$450

Enjoy two rounds of golf per person or one round of golf per person, a boat ride for two, and a personalized real estate and amenities tour of our magnificent island, as well as unlimited access to our state-of-the-art fitness facility, pools, tennis center and dining at any of our four clubhouses.

4. Winter Special – 7 Nights – \$795

Enjoy one week for two during January and February 2012. This special rate includes two rounds of golf and a personalized real estate and amenities tour of our magnificent island, as well as unlimited access to our state-of-the-art fitness facility, pools, tennis center and dining at any of our four clubhouses.

#### *PLUS all tours include:*

Club coupons for complimentary drinks/coffee/gifts

Complimentary use of bikes

Landings tote bag

Option to be matched with Resident Ambassadors

Call today to take advantage of one of our SPECIAL DISCOVERY PACKAGES and see for yourself why so many people have chosen to make our island their own.

[Click Here](#) to contact us and Request a Discovery Package or call (800) 841-7011 or (912) 598-0500.

## ***2012 Construction/Purchase Incentive Programs***

### **New construction homes under contract before 12/31/12:**

- Complimentary Golf (unlimited green and cart) for one year
- Complimentary Recreation Center pass for one year
- Complimentary Community Dock slip for one year, based on availability. Incentive is for interior and golf homesites only. Not valid on Lakefront homesites.
- The details:
  - Maximum of two per household for Golf & Recreation Center memberships, must be redeemed at the same time
  - Anniversary date to start on date of certificate of occupancy, unless owner desires to redeem incentives prior to home completion
  - May not be transferred

### **Pre-existing home purchases under contract before 12/31/12:**

- Complimentary Golf (unlimited green and cart) for six months
- Complimentary Recreation Center membership for six months
- The details:
  - Maximum of two per household, must be redeemed at the same time
  - 6 month timeline to start on or before move in date
  - May not be transferred

### **SLV began these incentives in July of 2011, which resulted in the following:**

- 5 pre-existing home purchasers requested and were eligible to receive the 6 month incentive package, with another 1 pending December closing.
- 1 new construction purchaser applied for and is actively using the incentive full year incentive package
- 3 new construction purchasers have applied, but will wait for home completion in 2012 to begin receiving the incentive benefits
- 3 new construction signed contracts, planning to break ground in early 2012.



## Communications and Promotions of Incentives to begin January 2012:

- Incentive flyers & posters (see A-2) in print and digital format to all real estate and builder offices
- 2012 Incentive program announcement to 2400 member households through The Villager
- Website “banner ads”(see A-1) displayed on home page and real estate pages within [www.SavannahLakes.com](http://www.SavannahLakes.com) with links to incentive flyer for details
- Website articles on incentive programs to be highlighted on the home page of SavannahLakes.com as well in the new Real Estate and Construction News (see A-3)
- Feature articles with links to incentive program on other websites to include but not limited to CarolinaLiving, Private Communities.com, Golf Course Home, National Active Retirement Association, and more
- Continuous communications/promotions through social media channels
- Press releases pitched to PR contacts in industry to pick up in print and online articles, blogs, and social media.

### A-1 | Website Banner Ad on SavannahLakes.com







DON'T LET ANOTHER YEAR PASS BY...

# MAKE YOUR MOVE TO THE LAKE IN 2012!

The following incentives are available on contracts made before 12/31/12

**\*New construction homes under contract before 12/31/12:**

- » Complimentary Golf (unlimited green and cart) for 1 year
- » Complimentary Recreation Center pass for 1 year
- » Complimentary Community Dock slip for 1 year, based on availability. Incentive is for interior and golf homesites only.

**\*Pre-existing homes under contract before 12/31/12:**

- » Complimentary Golf (unlimited green and cart) for 6 months
- » Complimentary Recreation Center pass for 6 months

**\*The Details:**

- » Maximum of two per household for Golf & Recreation Center memberships, must be redeemed at the same time
- » For new construction incentives, the anniversary date to begin on certificate of occupancy date, unless owner desires to redeem prior to home completion
- » For pre-existing home purchases, 6 month timeline begins on closing date
- » Incentives may not be transferred to other members or guests



**QUICK COMMUNITY FACTS:**

- ▶ Established, Member-Owned Community
- ▶ Located on Lake Thurmond, within the National Forest, & Little River Blueway
- ▶ Two Exceptional Lakefront Golf Clubs
- ▶ Fiber-Optic Broadband Technology Network
- ▶ Recreation Center including Tennis Complex
- ▶ Membership dues less than \$100/month
- ▶ Cottages & Homes from \$150K
- ▶ Visit our community website at [SavannahLakes.com](http://SavannahLakes.com) for more information

**SavannahLakes.com | 800.332.0013**



### A-3 | Real Estate and Construction Newsroom | See Highlighted Areas Below

The real estate and construction newsroom and the corresponding newsroom articles are showcased on the [www.SavannahLakes.com/real\\_estate](http://www.SavannahLakes.com/real_estate) landing page, along with several other pages inside the real estate section. These pages consistently have some of the highest visitor traffic on the Savannah Lakes.com website, and we frequently use the [www.SavannahLakes.com/real\\_estate](http://www.SavannahLakes.com/real_estate) landing page for QR codes, direct links, etc. to drive traffic flow to these pages. The new newsroom is designed to give real estate and builder offices the ability to put their products and offers directly in front of this traffic flow to showcase new home plans, land and home packages, discovery packages, other visitation incentives, pictures of new home starts, portfolio of SLV home construction, and basically any relevant news that we deem is of value to prospective families researching Savannah Lakes Village. The newsroom also serves to make the real estate and construction businesses active in and around our community appear less "disjointed" to families researching our area.

**SAVANNAH LAKES VILLAGE**  
ON THE SHORES OF LAKE THURMOND, SC

Home Living in SLV Location Community Newsroom Gallery Contact Us

Username Password  
Login Assistance LOGIN

Savannah Lakes Village Listings  
Real Estate Offices  
Meet The Builders  
Infrastructure  
Cost Of Living  
Architectural Expectations  
Governing Documents  
Request Real Estate Information

**SLV QUICK LINKS**

- » [Community Calendar](#)
- » [Little River Blueway Outdoor Adventure Area](#)
- » [Experience SLV](#)
- » [Real Estate](#)
- » [Golf](#)
- » [Tennis](#)
- » [Play The Lake Guest Program](#)
- » [Information Request](#)
- » [Interactive Scorecard](#)

**Real Estate**  
Savannah Lakes Village...  
Providing an Unsurpassed Value  
for Your Recreational Lifestyle

SLV HOMESITES LISTINGS #1  
SLV RESIDENTIAL LISTINGS #1

SLV HOMESITES LISTINGS #2  
SLV RESIDENTIAL LISTINGS #2

**REAL ESTATE & CONSTRUCTION NEWS**

[Lee Builders Oktoberfest Celebration](#)  
Posted 10/24/2011

[Introducing the Cottonwood Plan / Land & Home For \\$149,900 - Lee Builders](#)  
Posted 10/11/2011

[Announcing "Move to SLV" Incentives - Limited Time!](#)  
Posted 7/28/2011

[How to Buy in an Area Unknown to You](#)  
Posted 7/28/2011

[South Carolina Links on the Lake Discovery Package Announced](#)  
Posted 7/19/2011

[Capital Homes Portfolio Showcase](#)  
Posted 7/19/2011

[click here for older articles](#)

**NEW CONSTRUCTION & HOME PURCHASE INCENTIVES**  
LIMITED OFFER  
ACT BEFORE 12/31/2011  
Now is the Time to Make Your Move  
Valid July 31 - December 31, 2011. CLICK FOR DETAILS



# URBANLAND

## *The Food Revolution and Its Impact on Real Estate*

URBAN LAND INST. 11/1/11

What can help stop global warming, feed the hungry, make us healthier, and add value to real estate? A jam-packed session at the recent ULI 2011 Fall Meeting in Los Angeles learned that the answer to this question is locally grown food.

In the United States, we often take food for granted, especially where it is grown and how it is sourced. But as a growing number of developers are learning, food can have a big impact on the success or failure of new development, particularly in these challenging economic times.

"The Food Revolution and Its Impact on Real Estate" showcased three different examples of how food is becoming an increasingly important part of not just our diets, but also our developments. Moderated by California marketing expert Beth Callender, this panel provided food for thought on the role of food as a real estate amenity, a community builder, and a project differentiator.

The panel kicked off with a presentation by Christian Meany, a partner with San Francisco developer Wilson Meany Sullivan. In 1998, Wilson Meany Sullivan was selected by the Port of San Francisco to rehabilitate the Ferry Building, a famous city landmark on the San Francisco waterfront. Developed pursuant to a 66-year ground lease, the Ferry Building represents an outstanding example of urban redevelopment through public/private partnership. The renovation of the 1898 landmark building included rehabilitation of the historic west facade, clock tower, and 660-foot (201-m) Grand Hall. However, it was the creation of a European-style food marketplace on the ground floor which launched a renaissance on the San Francisco waterfront and made the Ferry Building one of San Francisco's five most visited destinations, attracting more than 1 million visitors a year.

To draw people to the waterfront, the developers brought an existing farmers market to the site. This, in turn, attracted food vendors to the market hall. The food market now generates \$1,250 per square foot (\$13,440 per sq m) and has become one of San Francisco's premier destinations.

The second panelist at the Food Revolution session was Brent Herrington of DMB Associates and president of Kukuiula Development Company. DMB is an Arizona-based diversified real estate company with a history of developing signature commercial properties and resort/recreation and primary home communities throughout the western United States. Herrington's presentation focused on the role of agriculture in a luxury resort development. Long known for setting aside large tracts of open space in master-planned communities such as DC Ranch and Verrado, both in Arizona, DMB is now developing Kukuiula, a 1,000-acre (405-ha) low-density resort community on the island of Kauai in Hawaii. Like most luxury residential resorts, Kukuiula includes a golf course and a high-end clubhouse and spa, but what is unexpected and unique about the.....

The Food Revolution and Its Impact on Real Estate (cont'd)

...development is its ten-acre (4.05-ha) community farm. The farm, which abuts a 22-acre (8.9-ha) lake, grows bananas, papayas, chard, citrus, herbs, pineapples, arugula, and breadfruit, among other foods.



The farm has a small staff, but many community members choose to get their hands dirty by volunteering at the farm, while others simply sit back and enjoy the farm at table dinners. The range of fruits, flowers, and vegetables grown on the small farm is impressive, but what is even more impressive is the big impact on sales and marketing of this relatively low-cost amenity (roughly \$1 million), especially when compared to high-cost amenities like the golf course, clubhouse, and spa (roughly \$100 million).

The final presenter was Sibella Kraus, president of Sustainable Agriculture Education (SAGE) in Berkeley, California. In the early 1980s, Kraus was a cook at Berkeley's famed Chez Panisse Restaurant, but she has since gone from cooking food to helping communities grow food closer to home. SAGE works to develop urban-edge agriculture and to engage diverse populations with the sustainable agriculture movement.

According to Kraus, urban agriculture is not just a way to grow vegetables, but also a way to strengthen communities. She described how more and more cities are developing urban agriculture policies, which often start with a "greenprint." A corollary to a blueprint, a regional greenprint identifies where a community should invest in natural lands, just as most communities identify where to invest in development.

Because we all eat every day, it makes sense to bring food production closer to home, especially considering the carbon footprint of food transport and distribution. As James Howard Kunstler likes to say, "The era of the 1,500-mile Caesar salad is going to have to come to an end."

Kraus was particularly enthusiastic about linking farming, natural resource protection, and environmental education together by creating agricultural parks, food belts, and agricultural preservation districts. She described ongoing efforts to create urban-edge food belts around Fresno and other California communities. She also discussed agriculture tourism and urged communities to differentiate themselves by thinking about the "taste of place."

When we think about what's next in real estate, it is clear that food and farming will become a more important and profitable part of the equation.

**10 PITCHES BOOMERS DON'T WANT TO HEAR**

Source: Top Retirements.com

**10 RETIREMENT PITCHES BABY BOOMERS DON'T WANT TO HEAR**Category: [Baby Boomer Retirement Issues](#)

November 29, 2011 — Marketers have been salivating about baby boomers since the time we started overwhelming kindergartens in 1951. Developers are still excited about our huge numbers (76 million); today they are eager to supply us with real estate for our “golden years”. Yet, just as when we were in our teens a lot of companies couldn’t connect with us, many of the people trying to market to us today don’t always get what makes us tick either.

One constant is that baby boomers will never think of themselves as old. Our bodies might not look much like what they did when we got naked at Woodstock, but, attitudinally, we still tend to place ourselves in our late teens or 20’s. Keeping that in mind, here are the top things that baby boomers *don’t* want to hear as they think about retirement. Some are contradictory, but heh, who ever said we were predictable. See if you agree, and use the Comments section to give us your ideas about approaches that might appeal to you as a baby boomer.

**1. You’ll love our Premier Senior or Retirement Community.** It’s easy to see why 30 something marketers pitch their communities to “seniors” – to them anybody over 40 is pretty old. Although just about every new development has learned to avoid these charged names in their advertising, it is surprising how many communities still age themselves by using these terms. No self-respecting baby boomer thinks of himself as a senior, or could see herself in a “retirement community” – those are for old people! Thank goodness the terms “retirement home” and “old folks home” seem to have disappeared, replaced by the more acceptable “Assisted Living” or “Nursing Homes”.

The same goes for the no-no of speaking of “golden years”. First, it just sounds so old. And second, it’s ironic: so many baby boomers are financially insecure about retirement that their “gold” has been tarnished.

**2. You will love all our activities.** Amenities are the surest indicator of when a community was built, and how old the population is. When a website or brochure talks about shuffleboard, bingo, and card games – look out. Golf is in the middle and declining in popularity. Many people are crazy about it, some people can’t stand it, and still other folks are leary because maintaining the courses is expensive. Aerobics classes, pickle ball, and college classes are a lot more appealing to the boomer generation.

**3. We’ve been around since 1965.** Financial strength is a powerful benefit these days, no doubt. Communities that exhibit staying power are a lot safer than half-finished ones from builders without a strong track record. But the flip side is that the longer the community has been around, the older its population. A lot of baby boomers would prefer being around people their own age – or younger.



**4. Great suburban location.** Active adult communities take up a lot of land. Developers have tended to place them out in the sticks where real estate was cheap and plentiful. But increasingly, boomers are rejecting places that are strictly a place to live and are far from towns, shopping, and cultural venues. Master planned communities that integrate some of those features into a walkable town are often much more attractive to boomers. And so are urban apartment or town house complexes that keep boomers in the thick of things.

**5. You will love our Florida location.** Florida has an image problem. Although as we reported recently, it is still a popular place to retire, there are hordes of boomers who “hate” Florida. Although many of the haters have probably not spent much time there, developers in the Sunshine State need to do a better job of convincing people that their state is not just a hell on earth populated by oversized bugs, suffocating humidity, endless tacky tacky developments, and hordes of old people. There are places in Florida that defy the stereotype, and many that fulfill it have the virtues of great weather and cheap prices.

**6. Enjoy these luxury homes with the championship golf courses.** There is certainly an enormous segment of baby boomers who have significant financial resources who can afford luxury homes with expensive amenities. The high end should do well in the long term. But the majority of boomers haven’t saved enough to afford luxury. What they need is affordable – as long as these communities are pitched as offering value. Smaller homes, fewer but carefully chosen amenities, nice finishing touches – boomers might be able to afford these type of homes and not feel they are having to deprive themselves.

**7. It’s a great investment for your kids.** Wrong. Most boomers have always been in it for themselves. We didn’t save enough, we took out home equity loans, and we went for instant gratification. We spent a lot for our kids’ colleges and weddings – for most of us the younger generation is on its own.

**8. We’ve got a wonderful Home Owners Association.** Baby boomers are rebels, always have been. The idea of following lots of rules that someone else made up is the last thing a boomer wants. Even if they protect the common good, there are many boomers who will never live anywhere that a Home Owners Association is in charge, or is played up in the advertising pitch as a benefit.

**9. We’re very affordably priced.** As we discussed earlier, most boomers don’t have enough for a secure retirement. But we don’t want to be reminded of that. Shown that value exists and that self-image can be preserved, boomers will buy.

**10. Our community is great for couples.** Baby boomers have always had a high divorce rate and that will continue. At the current pace 400,000 couples a year over 50 will be getting a divorce in 2030. Communities that don’t try to create an environment that singles recognize as friendly will miss out on a lot of prospects. **The marketers that get it:** Fortunately there a lot of savvy marketing people who understand what makes baby boomers tick. They start by calling themselves active adult communities, master planned communities, or other appealing terms. Some communities that we talk with get it, and they have skillfully avoided anything that smacks of old in their marketing.



*Fact/Trend*

Fact/Trend	Impact on Market	Impact on SLV
Demand for smaller yet well designed homes with efficient floor plans, upgraded fixtures, and energy efficient	Architects, developers, and designers are bringing new home products to the market	Identify areas of the community that
Growing trends with boomers and younger edge of silent generation for alternative amenities: community gardens, walking/hiking/biking trails, wildlife viewing, kayaking... All are vehicles for getting outdoors and enjoying connections to nature.	New developments that couples can identify with are popping up and experiencing growth even in today's markets. Examples include Serenbe, Hammonds Ferry, Brunswick Forest, Habersham,	Create and communicate Points of Difference to living in Savannah Lakes Village and the experience of playing our golf courses by focusing on the elements that truly make our community unique and enhancing those points of difference... Better access to the lake, community gathering areas in natural locations, wildlife viewing areas, nature trails for the experience and for tangible connectivity
Gathering places	Many boomers are opting to relocate to urban areas as cities offer greater access to common gathering areas	Look at existing areas – such as the lounge at the Recreation Center, Tara Clubhouse, and other areas as potential gathering areas - and develop to facilitate the need for common areas. Establish common parks along nature trails,
Discovery & Experience Packages	Critical for attracting visitors and communities to get “on the map” as a potential relocation spot	This should be our major call to action... Come and experience the Savannah Lakes Village lifestyle... Develop a sales program that incorporates a discovery package
Using location as a unique identifier... Being perceived as authentic, not a developer “themed” community.	Competitors placing a larger emphasis on elements of connecting couples and families to the outdoors... Adoption of outdoor elements in branding	Opportunity to reinvent a relevant brand for SLV, based on the uniqueness of location and surrounding lands
Technology of high speed broadband networks paving the way for information flow with work from home/home based businesses	Regions without high speed broadband will be looked over	SLV offers access to the only fiber optic broadband network in South Carolina.



## SWOT Analysis

<b>STRENGTHS</b> What strengths does SLV have, compared to market trends and competition, which will improve sales?	<b>WEAKNESSES</b> What weaknesses does SLV have, compared to market trends and competition that will hinder sales?
<ul style="list-style-type: none"> <li>➤ Outdoor recreation amenities that reflect top search criteria for boomers</li> <li>➤ One of the largest and most beautiful lakes in the South – excellent alternative over high cost of coast</li> <li>➤ Little River Blueway Adventure Area promoting authentic outdoor recreation opportunities/programs.</li> <li>➤ World-class technology infrastructure</li> <li>➤ Member-owned community that has absorbed revenue losses, and in relatively stable financial position</li> </ul>	<ul style="list-style-type: none"> <li>➤ Decentralized sales process – Lack of control over customer experience</li> <li>➤ Lack of any consistent meaningful discovery package</li> <li>➤ Hwy 378 corridor is main street SLV for visitors. Lack of control/ownership of community identity through this corridor. Negative lake level billboard attacking USACE has raised more questions from visiting couples than anything else</li> <li>➤ Signage dated and in poor condition, landscaping around signage is in need of replacement</li> <li>➤ Brand that no longer resonates with today's buyers</li> <li>➤ Aging internal population... decreased usage of revenue generating amenities</li> <li>➤ Limited accommodations</li> <li>➤ Negative perception of lodge being closed</li> <li>➤ McCormick County = Highest personal property taxes in SC</li> <li>➤ Limited shopping amenities locally</li> <li>➤ A community divided... Growing apathy/negativity within community culture – Negativity communicated to prospective couples when visiting.</li> </ul>
<b>OPPORTUNITIES</b> What opportunities are open to SLV that will improve sales?	<b>THREATS</b> What threats is SLV facing internally and externally?
<ul style="list-style-type: none"> <li>•</li> <li>➤ Leveraging fiber optic infrastructure to create Hi-Tech/Hi-Nature identity</li> <li>➤ Proximity of Ft. Gordon... Specifically targeting military officers that are retired or planning for retirement.</li> <li>➤ Intercept marketing strategy with sales office in downtown Augusta or Aiken</li> <li>➤ Develop opportunities to connect residents and visitors to the technology offered throughout SLV</li> <li>➤ Establishing stronger relationships with county and local stakeholders, working together to realize the economic potential of SLV on the region and to positively influence competitiveness, quality of life, and cost of living issues</li> </ul>	<ul style="list-style-type: none"> <li>•</li> <li>➤ Increase in delinquent assessment accounts</li> <li>➤ Perception of non-residents, prospective residents, and the overall market as a remotely located "retirement" community</li> <li>➤ Continued industry decline in golf as major selection criteria.</li> <li>➤ Negative member comments to perspective families</li> <li>➤ Banking Industry – Ability to get quality prospects financed in today's environment: construction to perm and straight mortgages.</li> <li>➤ Deterioration in confidence of SLV to be a financially sustainable community by owners, investors and lenders</li> <li>➤ Amount of inventory in competing markets... Foreclosures, short sales, and distressed properties are a challenge to compete against, both for couples trying to sell in order to begin relocation plans and for SLV as we compete against other communities and products that are simply more attractive to the buyer market from a price perspective.</li> <li>➤ Lack of innovation in cluster neighborhoods and unique architectural design</li> <li>➤ Negative publicity waged by local groups for voice in lake level management [i.e. Hwy 378 billboard]</li> </ul>



Topic:

MOVEABLE DISCOVERY PROGRAMMING

Source: Top Retirements.com

***Playing Close to the Fest: Moveable feasts build sales traffic at Brunswick Forest***

Those on the fence about purchasing a golf community home are often worried about the financial stability of the communities they are considering. But Lord Baltimore, the asset-rich developer of Brunswick Forest, has the deep pockets to market a successful community by feeding its potential residents very well. To even out the peaks and valleys of sales traffic, the nearly five-year old sprawling community just outside Wilmington, NC, spreads six promotional events across the calendar in the traditionally slow sales months of April, July, August, October and November. The 2011 events, which have attracted between 20 and 60 couples each, have included a Food & Wine Festival, a summer series of three concerts, and a Fall Festival that comprised Oktoberfest (when else, in October) and a celebration of Carolina barbecue (Rib Fest) in November. The price is certainly right for the events. The Food & Wine Festival in April, for example, included three nights of lodging, a round of golf on the community's fine Cape Fear National course, membership privileges at the Wellness & Fitness Center, and a roster of food and wine events — all for just \$249 per couple. According to Brunswick Forest Marketing Coordinator Brandy Marshall, the real estate office makes all lodging and other arrangements for couples signing up for one of the festivals, but it is understood each couple will take a tour of the community with a real estate agent assigned to them. Not only do the events give first-time visitors an excuse to make an initial excursion to the community, but the events also engage repeat visitors.

"About 10 to 11 percent of our first-time visitors eventually purchase a property," says Brandy Marshall, "but those who return buy at a 30 percent rate." That return on investment pays for a fair amount of ribs and beer.

So far this year, Brunswick Forest has sold more than 150 properties, an impressive achievement in the current economy. Home prices in the community start in the \$200s.

For those who have shown an interest in the community, Brunswick Forest has begun to bring the party to them — three parties to be exact -- in Washington, D.C., New Jersey and Long Island, NY. According to an invitation I received for its Long Island event in December, Lord Baltimore Properties will "introduce ourselves personally" at a series of three "private receptions" that will include "cocktails and fine dining." Fine marketing, too.



## ***Retirees drawn to state by weather, scenery, housing costs and ... did we say weather?***

**CHARLESTON POST & COURIER**

**BY JIM PARKER**

**Saturday, December 17, 2011**

Seniors are flocking to the state, choosing the Lowcountry most of all, according to figures from the government's official figure-cruncher.

"Census numbers suggest that South Carolina — and in particular, its coast — is becoming a hot destination for retirees," says Michelle Whitbeck, Realtor with Keller Williams Realty in her periodic Lowcountry Real Estate Update.

"Charleston County, the most popular retirement destination in the Carolinas, has witnessed the trend more than most," she says.

Forbes magazine has named Charleston one of the best retirement places because of its low tax burden and low cost of living, says Whitbeck, of Mount Pleasant.

In her update, Whitbeck cites comments from Patrick Mason, co-founder of the Columbia-based Center for Carolina Living. The center promotes relocation to the Carolinas and tracks population trends. He says, "The best estimate we have these days is that the Carolinas are getting 9 percent of all retirees, and it's going to go up. With an estimated 210,000 people over age 50 moving to the Carolinas annually, trend projections forecast this in-migration will grow by 5 percent per year for 30 years."

The influx of retirees to South Carolina was the focus of the latest Lowcountry Real Estate Update, written by Keller Williams Realty agent Michelle Whitbeck.

Whitbeck also spotlights U.S. Census Bureau records showing that the bulk of people relocating to South Carolina are from Northeast corridor states.

"It's no wonder folks from these states are moving down to S.C. ... they have higher taxes and cost of living, not to mention harsh winters," she says.

From 2008 to 2009, more than 4,800 people moved to South Carolina from Michigan, more than 5,800 from New Jersey, more than 7,000 from Ohio, close to 7,000 from Pennsylvania, and more than 11,000 from New York. Whitbeck says the figures are according to [www.FindTheData.org](http://www.FindTheData.org), which based its totals on 2008-09 tax returns.

"With no property tax, Florida has for years attracted large numbers of snow birds looking for warm weather. However, for a lot of people who wander into S.C. on I-95, our state holds one decided advantage over the Sunshine State: It is a day's drive closer to their old homes and to their families," she says.

Also, South Carolina offers all four seasons as opposed to Florida's year-round hotter weather, Whitbeck says.

The state may be gaining a housing boost from people getting ready to curtail their career.

"Many soon-to-be retirees are taking advantage of the low home-loan interest rates and buying their second homes or retirement homes about five years prior to actually retiring," she says.

"They figure renting the house out for a few years is a small price to pay to be able to take advantage of the low prices and interest rates. Most plan to pay off the loan once they retire," she says.

Alluding to the Center for Carolina Living organization, Whitbeck lists the top 15 motivators for attracting people to the Carolinas.

In order, they are scenic beauty; a climate with four seasons; recreational opportunities; cultural amenities; modest taxes; warm climate year-round; housing costs; cost of living; medical care; later life learning opportunities; closer to family; planned retirement community; closer to friends; return to native area; and business or employment opportunity.

Also according to Center for Carolina Living research, the Charleston area tends to be on the lower side in terms of property taxes.

The computations are based on millage rates provided by the S.C. Association of Counties. They are for selected cities and include school district taxes but not special purpose districts.

The highest total on a \$200,000 house is in Manning at \$2,454 with the lowest in Hilton Head Island at \$553. Among local municipalities, Charleston is \$1,068; Mount Pleasant, \$744; Summerville, \$899; Walterboro, \$1,522; and Georgetown, \$1,199.

The most expensive place tax-wise to own a \$20,000 boat or car is McCormick at \$393 while the lowest is North Myrtle Beach at \$92. Charleston is at \$160; Mount Pleasant, \$112; Summerville, \$135; Walterboro, \$228; and Georgetown, \$168.



## GEOGRAPHIC TARGETING

### THE NEXT US BOOM TOWNS

NewGeography.com | July 2011

newgeography

What cities are best positioned to grow and prosper in the coming decade?

To determine the next boom towns in the U.S., with the help of Mark Schill at the [Praxis Strategy Group](#), we took the 52 largest metro areas in the country (those with populations exceeding 1 million) and ranked them based on various data indicating past, present and future vitality.

We started with job growth, not only looking at performance over the past decade but also focusing on growth in the past two years, to account for the possible long-term effects of the Great Recession. That accounted for roughly one-third of the score. The other two-thirds were made up of a broad range of demographic factors, all weighted equally. These included rates of family formation (percentage growth in children 5-17), growth in educated migration, population growth and, finally, a broad measurement of attractiveness to immigrants — as places to settle, make money and start businesses.

We focused on these demographic factors because college-educated migrants (who also tend to be under 30), new families and immigrants will be critical in shaping the future. Areas that are rapidly losing young families and low rates of migration among educated migrants are the American equivalents of rapidly aging countries like Japan; those with more sprightly demographics are akin to up and coming countries such as [Vietnam](#).

Many of our top performers are not surprising. No. 1 Austin, Texas, and No. 2 Raleigh, N.C., have it all demographically: high rates of immigration and migration of educated workers and healthy increases in population and number of children. They are also economic superstars, with job-creation records [among the best in the nation](#).

Perhaps less expected is the No. 3 ranking for Nashville, Tenn. The country music capital, with its low housing prices and pro-business environment, has experienced rapid growth in educated migrants, where it ranks an impressive fourth in terms of percentage growth. New ethnic groups, such as Latinos and Asians, have doubled in size over the past decade.

Two advantages Nashville and other rising Southern cities like No. 8 Charlotte, N.C., possess are a mild climate and smaller scale. Even with population growth, they do not suffer the persistent transportation bottlenecks that strangle the older growth hubs. At the same time, these cities are building the infrastructure — roads, cultural institutions and airports — critical to future growth. Charlotte's [bustling airport](#) may never be as big as Atlanta's Hartsfield, but it serves both major national and international routes.

Of course, Texas metropolitan areas feature prominently on our list of future boom towns, including No. 4 San Antonio, No. 5 Houston and [No. 7 Dallas](#), which over the past years boasted the biggest jump in new jobs, over 83,000. Aided by relatively low housing prices and buoyant economies, these Lone Star cities have become major hubs for jobs and families.

And there's more growth to come. With its strategically located airport, Dallas is emerging as the ideal place for corporate relocations. And Houston, with its burgeoning port and dominance of the world energy business, seems destined to become ever more influential in the coming decade. Both cities have emerged as



major immigrant hubs, attracting on newcomers at a rate far higher than old immigrant hubs like Chicago, Boston and Seattle.

The three other regions in our top 10 represent radically different kinds of places. The Washington, D.C., area (No. 6) sprawls from the District of Columbia through parts of Virginia, Maryland and West Virginia. Its great competitive advantage lies in proximity to the federal government, which has helped it enjoy an almost shockingly "good recession," with continuing job growth, including in high-wage science- and technology-related fields, and an improving real estate market.

Our other two top ten, No. 9 Phoenix, Ariz., and No. 10 Orlando, Fla., have not done well in the recession, but both still have more jobs now than in 2000. Their demographics remain surprisingly robust. Despite some anti-immigrant agitation by local politicians, immigrants still seem to be flocking to both of these states. Known better as retirement havens, their ranks of children and families have surged over the past decade. Warm weather, pro-business environments and, most critically, a large supply of affordable housing should allow these regions to grow, if not in the overheated fashion of the past, at rates both steadier and more sustainable.

Sadly, several of the nation's premier economic regions sit toward the bottom of the list, notably former boom town Los Angeles (No. 47). Los Angeles' once huge and vibrant industrial sector has shrunk rapidly, in large part the consequence of ever-tightening regulatory burdens. Its once magnetic appeal to educated migrants faded and families are fleeing from persistently high housing prices, poor educational choices and weak employment opportunities. Los Angeles lost over 180,000 children 5 to 17, the largest such drop in the nation.

Many of L.A.'s traditional rivals — such as Chicago (with which is tied at No. 47), New York City (No. 35) and San Francisco (No. 42) — also did poorly on our prospective list. To be sure, they will continue to reap the benefits of existing resources — financial institutions, universities and the presence of leading companies — but their future prospects will be limited by their generally sluggish job creation and aging demographics.

Of course, even the most exhaustive research cannot fully predict the future. A significant downsizing of the federal government, for example, would slow the D.C. region's growth. A big fall in energy prices, or tough restrictions of carbon emissions, could hit the Texas cities, particularly Houston, hard. If housing prices stabilize in the Northeast or West Coast, less people will flock to places like Phoenix, Orlando or even Indianapolis (No. 11), Salt Lake City (No. 12) and Columbus (No. 13). One or more of our now lower ranked locales, like Los Angeles, San Francisco and New York, might also decide to reform in order to become more attractive to small businesses and middle class families.

What is clear is that well-established patterns of job creation and vital demographics will drive future regional growth, not only in the next year, but over the coming decade. People create economies and they tend to vote with their feet when they choose to locate their families as well as their businesses. This will prove more decisive in shaping future growth than the hip imagery and big city-oriented PR flackery that dominate media coverage of America's changing regions.

#### Cities of the Future Rankings

Rank	Metropolitan Area	3	Nashville, TN
1	Austin, TX	4	San Antonio, TX
2	Raleigh, NC	5	Houston, TX
		6	Washington, DC-VA-MD-WV

7 Dallas-Fort Worth, TX  
 8 Charlotte, NC-SC  
 8 Phoenix, AZ  
 10 Orlando, FL  
 11 Indianapolis, IN  
 12 Salt Lake City, UT  
 13 Columbus, OH  
 14 Jacksonville, FL  
 15 Atlanta, GA  
 16 Las Vegas, NV  
 16 Riverside, CA  
 18 Portland, OR-WA  
 19 Denver, CO  
 20 Oklahoma City, OK  
 21 Baltimore, MD  
 22 Louisville, KY-IN  
 22 Richmond, VA  
 24 Seattle, WA  
 25 Kansas City, MO-KS  
 26 San Diego, CA  
 27 Miami, FL  
 28 Tampa, FL

29 Sacramento, CA  
 30 Birmingham, AL  
 31 New Orleans, LA  
 32 Philadelphia, PA-NJ-DE-MD  
 33 Minneapolis, MN-WI  
 34 St. Louis, MO-IL  
 35 Cincinnati, OH-KY-IN  
 35 New York, NY-NJ-PA  
 37 Boston, MA-NH  
 38 Memphis, TN-MS-AR  
 39 Pittsburgh, PA  
 40 Virginia Beach, VA-NC  
 41 Rochester, NY  
 42 Buffalo, NY  
 42 San Francisco, CA  
 44 Hartford, CT  
 45 Milwaukee, WI  
 45 San Jose, CA  
 47 Chicago, IL-IN-WI  
 47 Los Angeles, CA  
 49 Providence, RI-MA  
 50 Detroit, MI  
 51 Cleveland, OH

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## Relevant Notes and Highlights from "Boomer Consumer"

(2008) - Matt Thornhill and John Martin

Boomers at age 50, some of whom began turning age 60 and 2006 or not "old". They don't think of themselves as "old" and will ignore any sales or marketing message targeting "the old." "Old age" is something Boomers see for all the to the future if at all-perhaps happening by the time they reached their mid-70s. Maybe. although Boomer consumers can and do admit they are in "middle age" and may even confess, grudgingly, that they are "growing older" they or not old yet.

Page 18: International study of Boomer consumers and younger adults, we asked the question "At what age is someone over the hill?" Boomers said someone is over the hill at age 75. Some Boomers answered: "never." "Over the hill isn't an age, is an attitude." "It's up to the individual." "I'll be over the hill when I'm 6 feet under the hill." "When they close the box."

Page 21: Boomers see themselves living to age 90 and beyond. Given that, it comes as no surprise that they tell us in survey after survey that they won't reach old age until they are almost 80. Boomers have extended middle age to practically last a lifetime. they have made it okay to be a mature adult for a long time space-approximately from your early 30s through your late 70s. Before that you're in your youth and after that you're in old age. In between, for upwards of 40 years, you're middle-aged.

Check out October 2005 Business Week article titled: "Aging Boomers" *-ways to best connect with this group*

Page 23: According to the census, between now and 2017, US adults 18+ population will increase by 23.5 million people, with immigration, deaths, and those under 18 aging into the segment. But interestingly here's how it breaks down: 22.5 million of that increase will happen in the 50+. Only 1 million new 18-49 adults are anticipated. While the younger group will remain stagnant the 50+ segment will jump 23%

Page 26:

Boomers at 50 and older aren't anywhere near done consuming. They will buy things marketed to them for 20 or more years.

Boomers feel some 14 years younger than they actually are. However, that doesn't mean they should be marketed to as if they are actually that age. But they are in their heads-their mental age-probably doesn't match their needs as a consumer.

Pg 31

The fall season is from 40-60 or so and the focus for most people now moves towards becoming more inner directed and self focused. Rather than being self absorbed, this shift involves seeking self respect and self fulfillment. The ultimate goal is to reach self actualization. Consumers between 40 and 60 are looking to strike a balance between work and the rest of life. At some point we stop concentrating so much on trying to become someone and instead focus on being someone. Life becomes more about the journey and less about the destination marketers need to understand the shift because the large and in charge Boomer generation is now at this fall stage of life. For example when a 55-year-old buys a BMW, the incentive is more in work, and deals with what it tells them about themselves. What matters is how it makes them feel; they don't care nearly as much about what it says to other

USA TODAY

Jan 16, 2012

# As golf declines, life on the links ain't what it used to be

Communities and clubs suffer as fewer take up sport

By Mike Perrault and Keith Matheny  
USA TODAY

PALM SPRINGS, Calif. — Bill Ashley traveled the Northwest for 30 years as a wholesale furniture sales representative, which gave him plenty of time to contemplate a retirement filled with golf and warm winter days.

Now, six decades after discovering his passion for the game, he can pull his golf cart out of the garage and drive a minute to Mountain Vista Golf Club, in the resort community of Sun City Palm Desert, Calif., about 120 miles east of Los Angeles.

"I love the game," said Ashley, who plays as many as five days a week, watches the Golf Channel religiously and has been to The Masters tournament twice. "If I couldn't play, I'm not sure what I'd do."

Ashley is the kind of die-hard golfer and second-home buyer who has driven much of the real estate growth in California's Coachella Valley and other golf-oriented residential areas such as those near Las Vegas, in Arizona, Florida and elsewhere. But fewer Bill Ashleys are coming.

"We're not getting replacements for those people," said real estate analyst Lou Goodkin, president of Miami-based Goodkin Consulting.

"There are fewer golfers, fewer people who can pay the high amounts to buy into a club. There's going to be a lot more people out there that are challenged in their retirement years than we've had in the past."



By Omar Dela, The (Palm Springs) Desert Sun

**Addicted to golf:** Bill Ashley, who lives in Sun City, Calif., plays 100 rounds of golf a year. But he's becoming a rarity.

Golf resort communities are bleeding money and members, as the recession exposed the vulnerability of the business model that created an unbreakable linkage between golf and real estate.

In the nine cities of the Coachella Valley, including Palm Springs, where multiple presidents, Bob Hope and Frank Sinatra swung the clubs and lived in golf-centric resorts, today nearly one out of every four homes for sale is on a golf course.

"We're entering a new normal," said Pete Halter, chairman of the Halter Cos., an Atlanta firm that advises developers. "We can't think this will be over soon. Things have changed for good."

Among the forces reshaping the relationship between golf and real estate:

► Fewer people play golf, and Baby Boomers don't have the time, money or interest in the game that their parents did. The number of golfers in the U.S. has fallen by 13% in the past five years, according to National Golf Foundation statistics. The number of golf rounds played nationwide last year through November was down 3.5% from the previous year, according to the foundation.

► Nationally, golf memberships have dropped by a million since the early 1990s, and of the 3,400 courses built across the country in the past decade, 93% are daily fee courses, according to industry associations. Coachella Valley golf resorts have responded by slashing often six-figure club membership fees by as much as 70%.

The decline of golf real estate extends to other parts of the country:

► In Missouri, the Sikeston Country Club, about 145 miles south of St. Louis, closed last month after nearly 55 years of operation.

► Paulson & Co., a large hedge fund owning five high-profile golf resorts, including Grand Wailea Resort Hotel & Spa in Hawaii, the Arizona Biltmore Resort & Spa in Phoenix, Doral Golf Resort and Spa in Miami and PGA West in La Quinta, Calif., filed for Chapter 11 reorganization last February. Paulson, in its bankruptcy filing, cited an economic downturn that in recent years caused the resorts to lose more than two-thirds of their annual operating revenue.

► The Club at Cordillera near Vail, Colo., opened only one of its four golf courses last spring, with owners claiming they lost more than \$6 million in 2010. Club owners and homeowners have sued one another after many residents balked at paying 50% higher dues last year, from \$12,000 to \$18,000, while amenities were cut.

Resort communities are already beginning to offer fewer golf courses, and high-priced courses designed by top golfers or famous architects will become rarer, Goodkin said. Allowing non-residents onto club courses and letting them pay by the round will become more prevalent as a way to control costs within golf communities, he said.

"There will be a lot more focus on soft amenities — education, fitness and health programs — not just playing golf four or five times per week," he said.

Perrault and Matheny also report for The (Palm Springs, Calif.) Desert Sun.