

# Savannah Lakes Village Marketing Plan

V2 | 3/5/12

# 2012

Top-selling master planned communities continue to be those that adapt to today's ever-shifting real estate environment. The marketing truth ***"Tis better to create new value than compete for the value created by others"*** has never been more meaningful in the current real estate markets.

With small signs of improvement in the economy, there are conservative projections for the national home markets to slowly improve from the worst three years in recorded history, building towards a rebound in 2014. Now is the time for Savannah Lakes Village (SLV) to place full attention on value enhancement/creation to ensure the community's relevance to today's and tomorrow's buyers. As a member-owned community, SLV must think and act like the "developer" towards progressively adapting and growing our community, leveraging our strengths, and addressing the weakness that lead to substantial competitive disadvantages.

This is a functional and living marketing plan, designed not as a stagnant snapshot of planning for 2012, but rather a tool for guiding strategic value creation, creating messages to communicate this value, and value delivery. Space is designed into most page layouts for capturing quick thoughts and highlighting ideas. The tools/research provided in this marketing plan will be updated throughout the year as we adapt to the rapidly changing environments we face today as a community and as new opportunities are developed.

## Community Relaunch & Real Estate Value Enhancement

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# 1. MARKET ASSESSMENT

## Current External Environment

### NOTES & QUICK TAKE-A WAYS

- Although it is a slow process, the overall economy is showing signs of improvement, yet national housing markets are not forecasted to make a rebound until 2014.
- The nation is now 4 years into the worst economic downturn in most of our lives. This period has been termed "the great adjustment" in the real estate industry, and the result is more that short term home value declines... There have been fundamental shifts in consumer behavior. Unlike the short period following September 11, 2001, these shifts in consumer behavior and values are expected to be much more permanent on all markets. The boomer segment is leading this change in consumer demand/philosophy. Those organizations that are nimble and quick to adapt will have the upper hand when the markets improve.

### ECONOMIC SNAPSHOT: Q411

**Bowden's Real Estate Market Report** (December 2011) - Based on the revised GDP estimate, the overall economy is showing some signs of improvement, growing at a 1.8% rate in the third quarter, up from 1.3% in Q2. The Q3 increase in real GDP primarily reflected positive contributions from non-residential fixed investment, personal consumption expenditures, exports and federal government spending, and marks the ninth straight quarter that the economy has expanded. The Fed's latest Beige Book shows small to moderate increases in economic activity occurring in 11 of its 12 districts, and upward momentum in lending. While the report reveals that residential real estate activity has increased overall, on a by-district basis housing activity was mixed with Philadelphia, Minneapolis, Kansas City, MO and Dallas moving forward, while conditions remained relatively flat in New York, Boston, Cleveland and San Francisco, and decreased in Atlanta and St. Louis.

The Consumer Price Index (CPI) was unchanged (month-over-month) in November. Over the last 12 months, the all items index increased 3.4% before seasonal adjustment. This compares to a 3.5% figure in October. The nominal drop reflected decreases in the energy and food indices. Personal income increased \$8.5 billion or 0.1% while disposable personal income (DPI) decreased \$5.0 billion or less than 0.1%. Personal consumption expenditures continued to outpace income, increasing \$13.7 billion or 0.1% in November.

The Conference Board *Consumer Confidence Index*®, which had improved in November, increased further in December. The Index now stands at 64.5 up from 55.2 in November and 40.9 in October, which reflected the largest monthly gain since April 2003. Coincidentally, the Dow closed at 12,294 the week ending December 23rd. Employment continues to exhibit momentum. On a seasonally adjusted basis, non-farm employment increased by 120,000 payrolls in November, marking the fifth consecutive month that the economy has added more than 100,000 jobs. The current employment figure of 132,959,000 represents a 1.2% year-over-year increase.

The unemployment rate took a nice dip in November, dropping to 8.6% from 9.1% in October after spending seven months in the 9% range. November's rate is the lowest since March 2009, and is 120 basis points lower than one year ago when it was 9.8%, and 140 basis points lower than two years ago when it was 10%. Service industries expanded at the fastest pace in six months in November, presumably in response to the holiday season, while construction employment fell for the second month in a row. However, the current construction unemployment rate was 13.1% in November, down from 18.8% a year earlier.



## REAL ESTATE TRENDS FOR RESORT CLASSIFIED COMMUNITIES

- Continue emphasis on online and web 2.0 strategies – greater focus on content marketing programs using free or inexpensive social media platforms to engage and entertain customers.
- Opportunity - Establish referral incentives for existing residents/property owners
- "90% of all home buyers are searching online" – some research suggests upwards of 95%.
- Print should be limited to key publications, and used to drive traffic to online sources of information
- Ensure good online experience – education and entertainment - for researching families
- Maximize online keywords and content around top search phrases and adjust AdWords on based on research
- Positioning and preparations now for market growth towards the middle of this decade

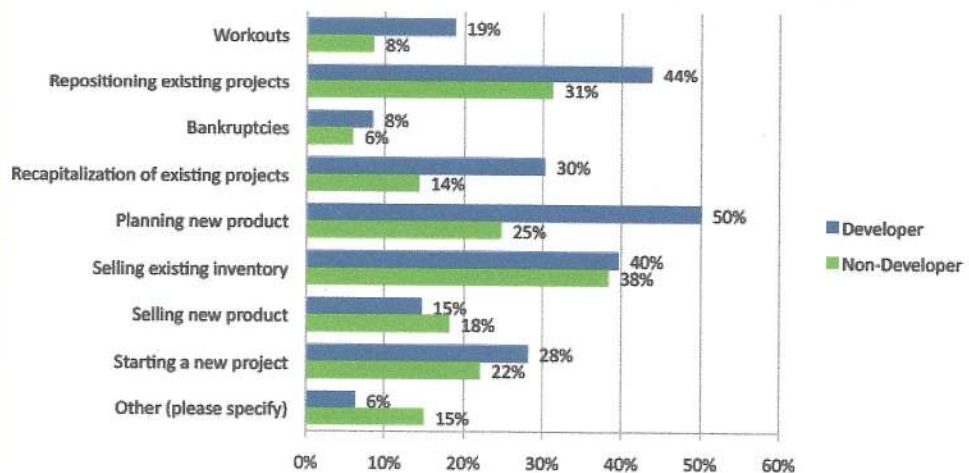
Rather than "waiting for the renaissance" and deserting marketing altogether, developers have turned to relatively cost-efficient electronic marketing. Virtually all (print) publications have an electronic version of their latest issue, oftentimes providing deeper coverage than the original publication. Favorable publicity, no matter what the medium, serves the singular purpose of exposure. But successful development and sales strategies do not necessarily mean rejecting traditional techniques. Referral sales are still the least expensive and most effective way to move houses and memberships; few marketing tactics can beat the effectiveness of a third-party endorsement; and, direct mail has the propensity to more specifically target a qualified prospect. – source December 2011 Bowden's Real Estate Market Barometer

DMB Realty Network, a major sales and marketing company that follows the trends very carefully states: "Having learned that roughly 90 percent of all homebuyers are searching online, we realized that effective website content is tantamount to success. We have found that the three most frequently used search words are Home, Lifestyle, and Residences."

### Fall 2011 Kelsey & Norden Resort Real Estate Professionals Survey | Highlights

According to the December 2, 2011 survey of 1,300 industry professionals, the industry is projecting that sales prices and velocities will continue to lag for the next few years, governed by a belief that the economy will continue to languish until after the 2012 elections. It's clear that some in the industry can't see past the pain and frustration of current conditions. On the other hand, many industry leaders are planning and preparing for a re-start that, on average, is projected to begin between 2013 and 2014.

Where is most of your current resort real estate work focused? (Select all that apply.)



"Lean and mean 'til '13" captures the spirit of the investors and professionals who are committing capital and effort to designing the projects and products of the future.

### Projecting the Next Cycle:

In the Spring 2009, industry professionals predicted the beginning of an economic recovery somewhere between Spring 2010 and the year 2011 - about 12 to 18 months



- Economic recovery in the industry now projected out to 2013/2014
- Marketing budgets have continued to be cut across the industry, and is further indication of no immediate rebound
- SLV's only advantage here is that our small marketing budget does stretch further today with limited competition. Now is the time to continue building our awareness within markets of coming pent-up demand.
- In comparison to this research, at the end of 2011, SLV had 133 homes listed with real estate offices in SLV, or 13.5 % of total homes on the market.

Attendant market & competition

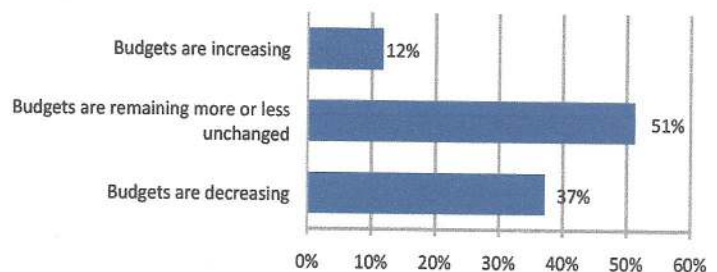
from the time of being surveyed. A year later, in the Spring 2010 survey, the same group simply adjusted its prediction by the same length of time, indicating a belief that recovery would begin in 12 to 18 months, or sometime between 2011 and 2012.

Now that we are in late 2011 and recovery remains elusive, the respondent group continues to push out its prediction. This time, however, the group seems to be a bit more realistic as they are looking out two to three years to 2013 or 2014 as the date when the "next sales cycle" begins. There appears to be consensus that economic recovery in home markets will not begin meaningfully until after the next election cycle as well as the absorption of a predicted second wave of foreclosures.

#### Marketing Expenditures:

Respondents indicated that there is no new marketing investment to programs in the foreseeable future; in fact, many indicate they will be spending less in marketing in 2012. Given how little is being spent in marketing in general, this finding is significant because it indicates the depth of belief that the market won't improve in the immediate future.

At your primary projects, how are marketing budgets changing relative to a year ago?

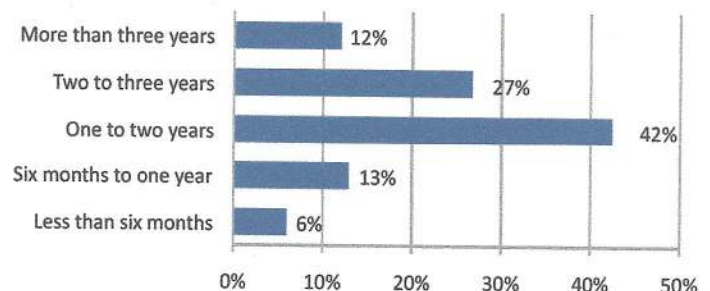


#### Real Estate Sales & Inventory:

When asked about the volume of available inventory, respondents on average indicated two years worth of listed inventory and another one to two years in the form of "shadow" or unlisted inventory waiting for market conditions to improve. When combined,

this means that there is on average three or more years worth of inventory in domestic markets. Together, all of these factors indicate a general belief that resort real estate markets will continue to "bump along the bottom" for the near-term as uncertain conditions continue, excess inventories are slowly absorbed and additional foreclosures continue to suppress prices.

What is the supply of available inventory in your market?



#### The Table Has Been Re-Set

With much of the process of ownership changes and re-capitalization of projects already completed, new sales activity underway and many reporting that they are working on new projects, we believe that the "table has been re-set." Although the "table" is smaller than it was during the roaring 2000's, there is opportunity on the horizon for those with a seat at the table, fueled by new owners often with new capital structures and the creativity to take advantage of new conditions.



- *Note: Attributes of AARP's Top 10 Towns align with the core strengths of our location. These attributes need to be a stronger part of community identity.*
- *Profound shift in consumer values... No longer "socially hip" to belong to the exclusive country club. Golf Clubs across the country are being impacted by this trend. This illustrates the importance of embracing SLV's unique location in our branding, and the message that we are not just another golf course community in a saturated market... Use our unique location to add value to the golf and all amenities offered.*
- *There's a new value at hand (that has also been refined and shaped by the recession) to be a part of a community and to invest in personal relationships*
- *The impacts of this shift are growing demands for common community gathering areas, both internally at community facilities and outdoors, such as common lake access points and small parks.*

### Market Trends

Trends in the young/active retiree community market have been evolving for years as Baby Boomers continue to age. The 75 million Boomers are now (2012) between the ages of 48 and 66, in their prime home buying years, for vacation or primary retirement property. Boomers are savvy consumers, having purchased between three to nine homes in their lifetimes, and they are highly specific with respect to their dwelling and lifestyle choices and are reluctant to compromise.

Current trends in this segment include a desire for smaller, more intimate communities. The mega-resort-style large-scale master plan development reportedly appeals to just 7% of today's age and income qualified boomer market, while small towns and rural locations have become the preferred destinations. A desire for proximity to family, especially grandchildren, has many retirees aging in place, but relocation remains appealing. AARP's Top 10 Retirement Towns were recently ranked based on their financial "friendliness" and "staycation" getaway environments. Eight (8) of the ten (10) have populations of 66,000 or less and all boast scenic beauty, outdoor recreation, authenticity, arts and cultural attributes. ★

### Redefining Our Consumer

#### Permanent Changes in Consumer Interests

At the recent ULI Fall 2011 Conference, Peter Yesawich of YPartnership and Brooke Warrick of American LIVES presented research that confirms a major shift in Boomer consumers' attitudes from a pre-recession propensity for consumerism to a new focus on investing in personal relationships. More importantly, Yesawich and Warrick report that this is a permanent change, unlike changes subsequent to 9/11 that proved short lived. They believe that this time the psychological impact of the financial crisis, resulting loss in wealth and massive uncertainty have resulted in long-lasting changes to what attracts our customers to our products. Additionally, Boomers are proving to be uninterested in traditional retirement and plan to either work longer professionally or to find new entrepreneurial or volunteer endeavors that provide ongoing personal fulfillment and meaningful connections.

These findings are entirely consistent with the results of previous consumer survey reports. The summary of these consumer trends includes:

- **Increased emphasis on having a place for quality time with family and friends**
- **Desire to reduce both upfront and ongoing costs**
- **Corresponding willingness to have smaller, lower cost homes**
- **Willingness to eliminate some amenities and reduce service levels**
- **Increased desire to be connected and contribute to their community**
- **Reduced interest in private clubs and exclusivity in general**

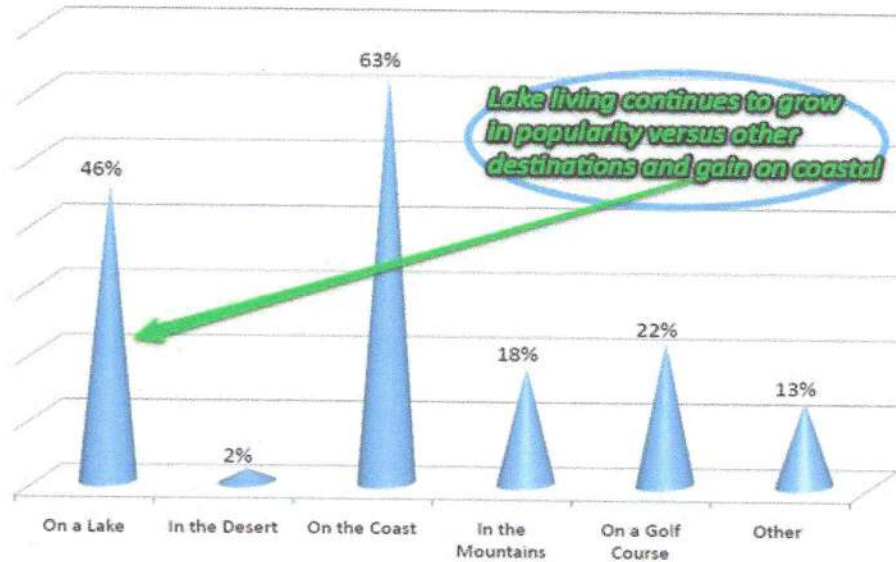
\*Source: Urban Land Institute



## WHERE WILL YOUR NEXT HOME BE LOCATED?

### ➤ Unique Selling Points Around our Lake Location:

- Forested shoreline protecting the land and wildlife of the region
- Uncrowded
- Freshwater means no watching the tides and salt water maintenance
- One of the largest inland bodies of water in the South
- 63,000 acres of common forest land surrounding SLV, the lake, and the Little River and Long Cane Creek watersheds
- Hiking, Biking, & Kayaking trails connecting families to the outdoors
- Combined with world-class technology infrastructure – Pg 15



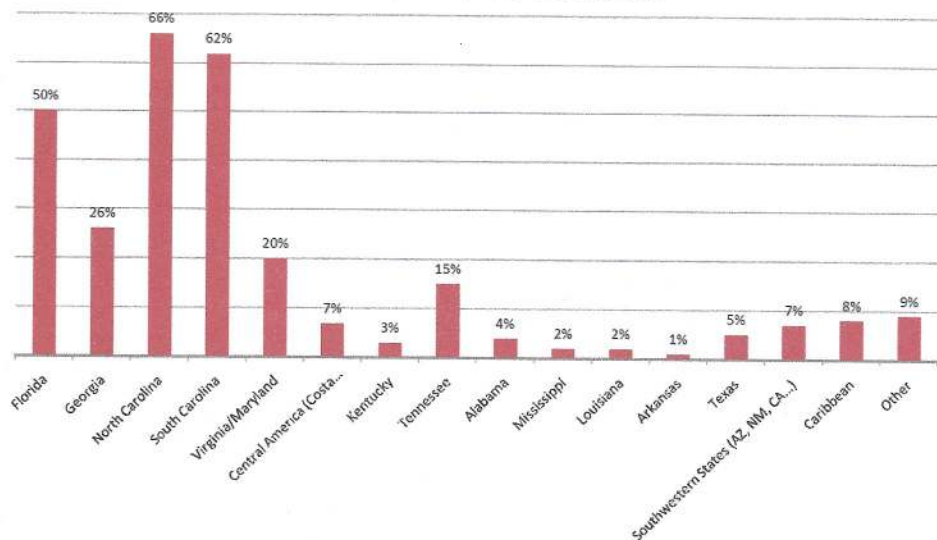
Source: 2011 Ideal Living/Live South Survey

Lake living continues to trend upwards, while coastal living (high cost of living & traffic) is trending downwards. Brand development as a lakefront sporting community (rather than a golf and country club alone identity) is crucial to capitalizing on this trend in the marketplace. Development of lake access points for areas of strategically identified interior properties should be a priority. Interior properties represent our largest residential growth potential, and adding value top these properties to make them more marketable to meet consumer demand could prove to be an excellent investment in the competitiveness of Savannah Lakes Village. This opportunity also open the door for price conscious families that want access to the water, but are not willing to pay the premium for waterfront property.

- ### ➤ States of Interest:
- Opportunity to use the South Carolina name more prominently in our branding... See Camp Lake James "North Carolina" example on Pg. 13

- ### ➤ South Carolina was ranked the second state nationwide in personal income gains from net domestic migration between 2010 - 2011, outpaced only by Montana (#1)
- Source:  
NewGeography.com

## STATES OF HIGHEST INTEREST

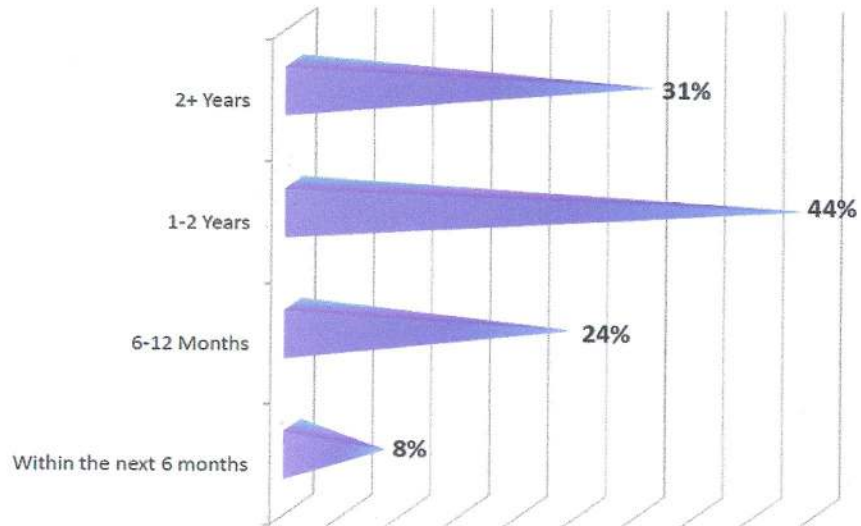


Source: 2011 Ideal Living/Live South Survey

The Carolinas continue to trend upwards, while Florida is trending down since the recession. The appeal of Florida has suffered with the boomer segment as the state has an image of senior homes and retirement communities. The prevailing Boomer philosophy (at least for now) is "Florida is where my parents retired."

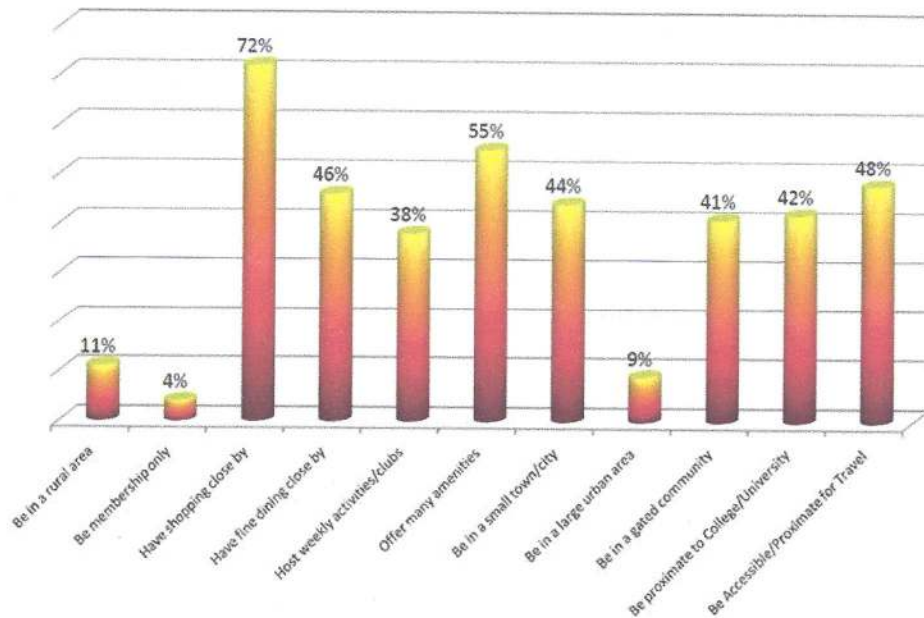


### WHEN DO YOU PLAN TO RELOCATE?



Relocation timelines reinforce projections we looked at earlier regarding improvements to housing markets, consumer confidence, and the next sales cycle being beyond 2013. Now is the time to “get our house in order” to ensure SLV is relevant to the market as it begins to transition towards the middle of this decade and to encourage short-term sales and growth where we can in the meantime.

### YOUR IDEAL COMMUNITY WOULD



Ideal community trends present some challenges and opportunities for Savannah Lakes Village. Shopping is a major factor, so promoting the proximity to Augusta and Greenwood, as well as the novelty of shopping in small towns of McCormick and Lincolnton are important. Contradictory, we can see a large but smaller percentage of boomers prefer to be in a small town. We also see opportunity in growing new amenities outside of golf and recreation center programming, as 55% prefer a community offering many amenities. These responses also highlight the importance of developing continuing education programs and alliances with regional colleges/universities such as Lander, Piedmont Tech, and Augusta State.

- **Relocation timelines:**  
Aligns with previous research indicating no major turnaround in real estate markets as a whole before 2014
- **Now is the time to “get SLV’s house in order” for the emerging markets and pent up demand that will be realized towards the middle of this decade**
- **Ideal community trends:**  
In marketing message and positioning... Build up the community’s proximity to Augusta Metro Area on the lake in the middle of a nature preserve flanked by two small towns
- **Illustrate the ideal community strengths SLV offers when developing discovery packages... Consider accommodation options/packages in Greenwood and Augusta/Evans, Golf & Recreation Center, Boat Tours, outdoor recreation, antiquing in McCormick – example: Calloway Garden’s experience package with shopping in Pine Mountain, smaller than McCormick**
- **Programming development ideas based on research:**  
Continuing education partnerships with Lander and PTC
- **Establish a 2012 referral program, empowering property owner referrals, with an incentive if referred family purchases (i.e. \$100 community gift card)**

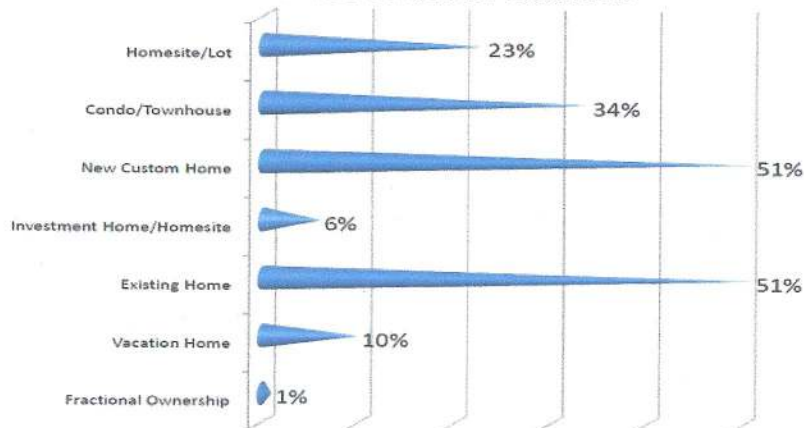


- Centralized product placement of pre-existing homes and land/home packages is very important to this market

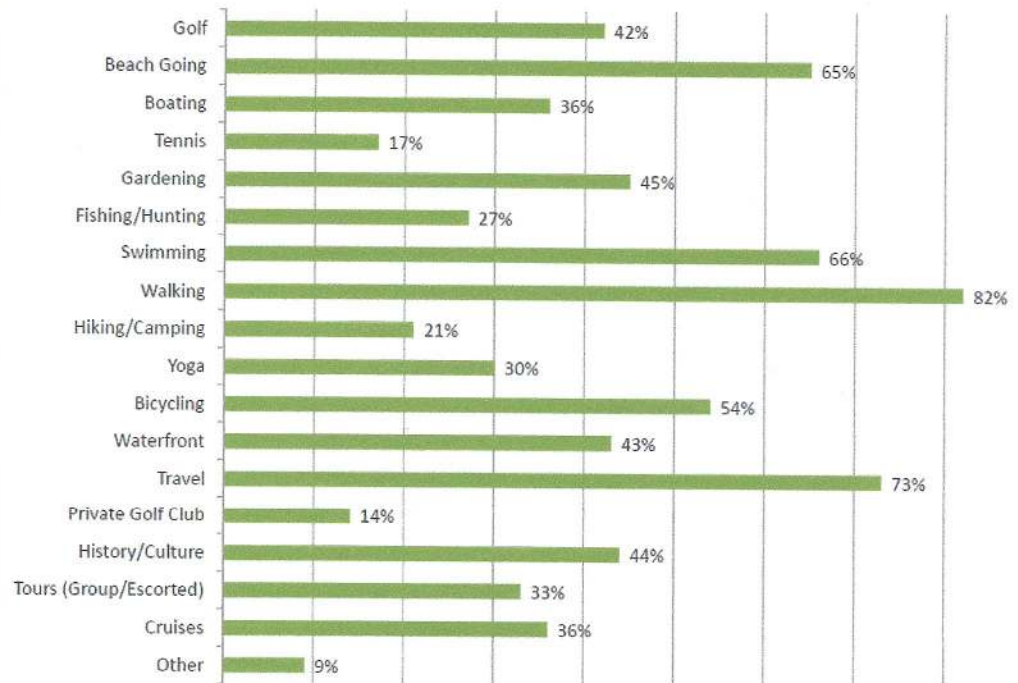
- Continue to highlight these products on SavannahLakes.com

- Continued decline of consumers looking to purchase a homesite as a whole... The percentage of consumers planning to by an interior homesite would be much smaller.

### WHAT DO YOU PLAN TO PURCHASE?



### WHAT INTERESTS WILL IMPACT YOUR PURCHASE DECISION



\*Source: 2011 Ideal Living/Live South Survey

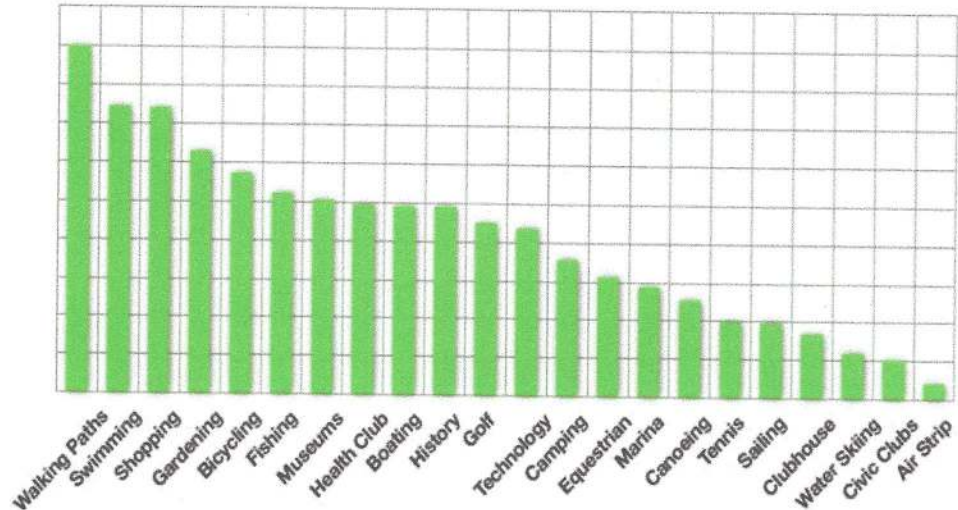
- Good illustration of the importance of land home packages for interior properties and creating new value for these properties... These area provide SLV's largest home growth and assessment growth potential.

- Aligning with interests that will impact purchase decisions:
  - walking and connectivity #1 interest... Development of nature trails for walking and golf carts
  - SLV has the opportunity to align very strongly with most of the top interests on this list, and the charts of other surveys shown on pg 9

It is always very interesting to see how these latest lifestyle surveys correlate. The graph above illustrates data collected by the recent Ideal Living/Live South Survey. The charts on page 8 illustrate similar lifestyle/amenity preference questions conducted by the Center for Carolina Living and the Fall 2011 Kelsey Norden Real Estate Survey. Referencing this data, we can see that although golf has been trending downwards, it is still important to a fairly large percentage of the market. Fortunately, SLV has an opportunity to differentiate the community and the golf experience based on the outdoor recreation lifestyle trends that SLV and surrounding area have to offer.



## WHAT ARE YOUR TOP AMENITY PREFERENCES



\*Source: 2011 Center for Carolina Living Survey

## CHANGE IN AMENITIES CONSUMERS DESIRE | 2010 - 2011

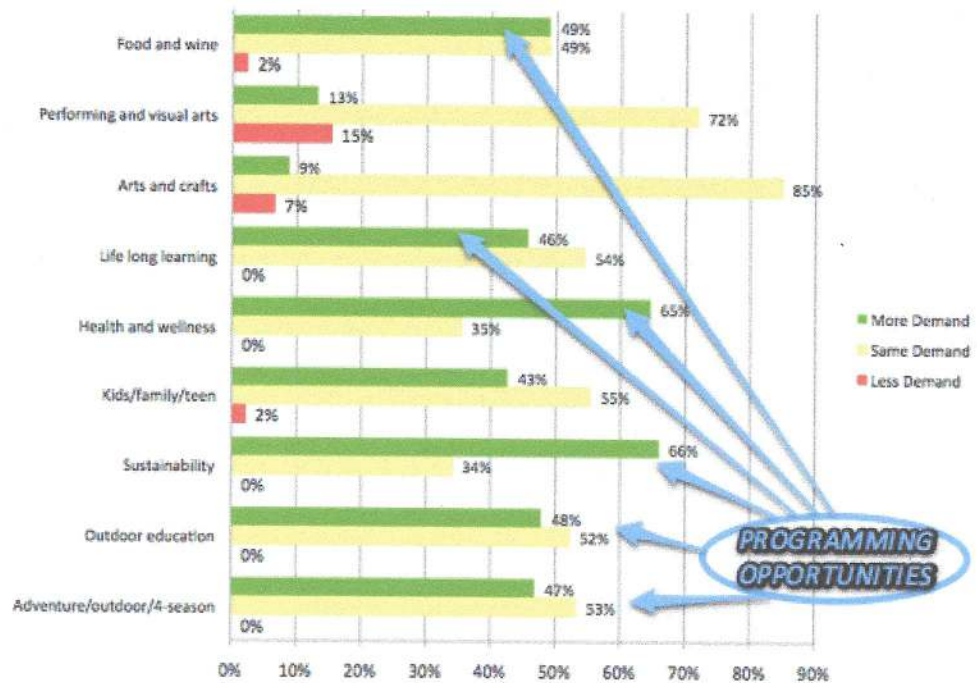


\*Source: Fall 2011 Kelsey Nordon Resort Real Estate Survey

These graphs illustrate a major challenge for SLV. Golf and tennis (some of our largest amenities and most valuable amenities for our current residential base) are declining in popularity with emerging markets. Strategically, we must do everything we can to create points of difference for our community and these amenities by developing the gathering areas and outdoor recreation based amenities that are increasing in demand. The development of "new value" will ultimately add value back to golf and the more traditional recreation amenities that SLV already offers.

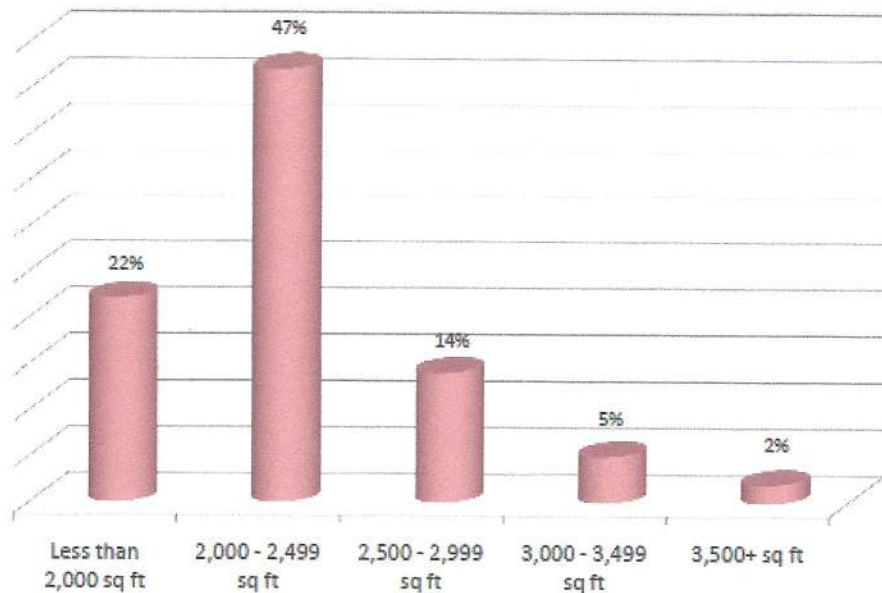


## CHANGE IN PROGRAMMING CONSUMERS DESIRE | 2010 - 2011



\*Source: Fall 2011 Kelsey Nordon Resort Real Estate Survey

## WHAT SIZE HOME ARE YOU CONSIDERING



\*Source: Fall 2011 Live South / Ideal Living Survey

There has been and continues to be a major shift towards smaller more efficient homes. This does not necessary correlate with the price couples are willing to pay. Couples are looking for smaller, well appointed "small palaces" as the term has been coined. This brings about a strong opportunity for repurposing interior properties with collections of neighboring homesites into themed cul de sacs, adding real and



SLV's most undervalued property (and our biggest opportunity for both residential growth and assessment revenue growth) is in the vast areas of undeveloped interior properties of eastern Southwind and western Shenandoah

Reassigning value to these properties by theming the architecture, design of the neighborhood, with desirable housing, connectivity through nature trails to other neighborhoods, the lake, and recreation center/golf course builds sense of community and value perception to the consumer.

An example is the value Serenbe is creating without waterfront or golf courses. SLV's opportunity is to establish a similar offer that also includes access to two golf courses and access to a 70,000 acre lake.

Needed:

- Partnership with builder and lot owners of properties
- Design of "themed" architecture... While boomers are interested in smaller more efficient floor plans, they do not want to purchase the same floor plan they could by in any other subdivision
- Architectural creation of value through clusters of similarly designed land/home packages as part of a redevelopment plan for identified undeveloped area

perceived value to these properties necessary to realize growth in what is currently "undesirable" locations within Savannah Lakes Village (i.e. Southwind East and Western Shenandoah). For an example, see The Nest offering that just opened at Serenbe (located southeast of Atlanta).

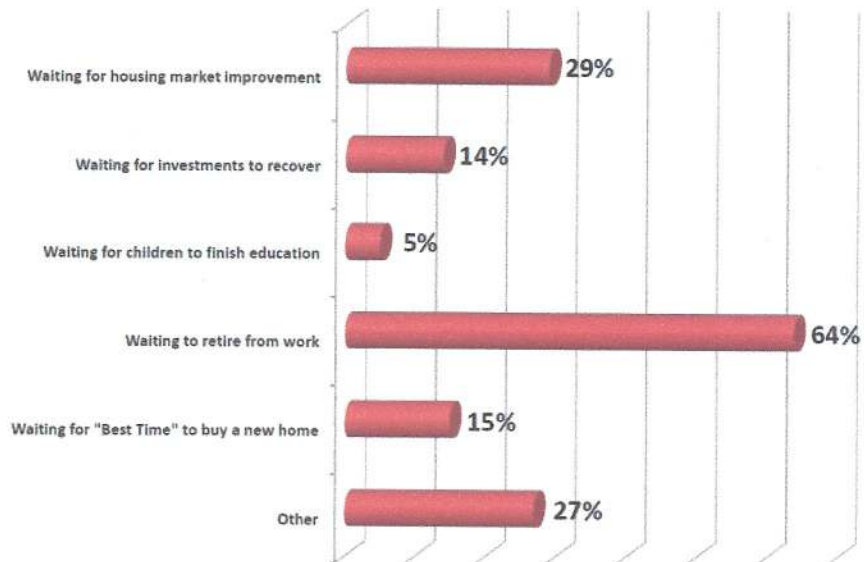


**Themed with Options...**

Farm view or lake view? One, two or three bedrooms?  
An external guest cottage or internal guest suite?  
**Choose your floorplan and your lot.**

**\*Reference Appendix A2 – A3 for additional information on The Nest from Serenbe**

## WHAT IS KEEPING YOU FROM ENJOYING THE BEST YEARS OF YOUR LIFE?



Taking children and personal career elements out of the equation, many of the leading edge boomers (59 – 66 years old) are "WAITING" for market conditions to improve for what they feel is the best time to buy. In the short term, a call to action to "DO NOT WAIT TO ENJOY THE BEST YEARS OF YOUR LIFE" should be used to touch on these emotions in the short term. Although they may lose equity in their existing home in order to sell, pricing for new construction and some pre-existing homes in Savannah Lakes Village is ideal.



- While we cannot and do not want to compete on price alone, illustrating to couples how they can absorb a value adjustment on their existing homes and still afford to relocate to SLV should be a part of our message... A call to action to proactively begin living the best years of their life today.

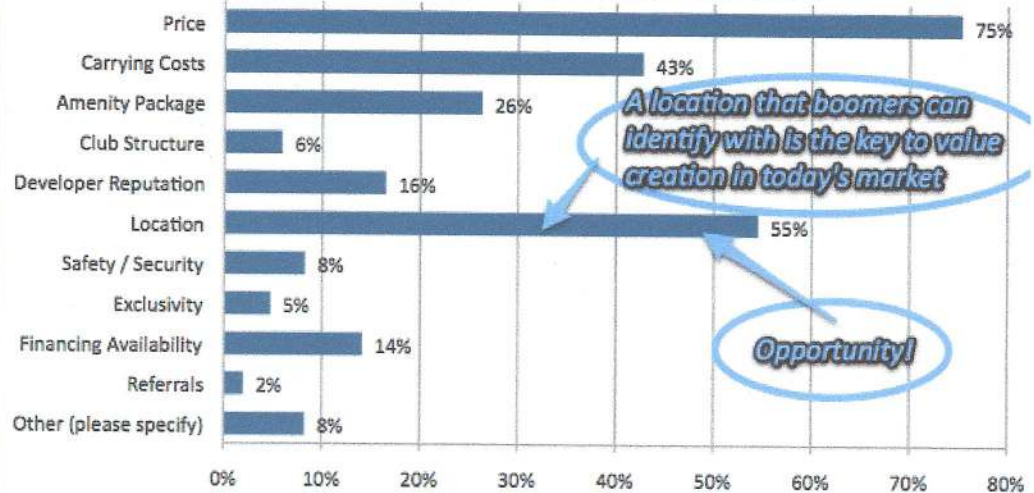
- Outside of price, a location that "consumers can identify with" is a major opportunity for Savannah Lakes Village. We have a unique location that is not remote... in the middle of a nature preserve – and within an hour and a half of 5 cities and two and a half hours from Charlotte and Atlanta – on one of the largest and uncrowded lakes in the country.

- Projecting confidence in SLV – whether it is to our prospective couples, residents, non-residents, investor owners, and future investors – is of great importance. We must also look the part of a successful community, especially along our major corridors. Signage and identification of the most important values of the SLV lifestyle must be highlighted.

To expand on external factors limiting sales further, the recent Kelsey and Norden Survey identified the chief consumer concerns ranked by the real estate practitioners:

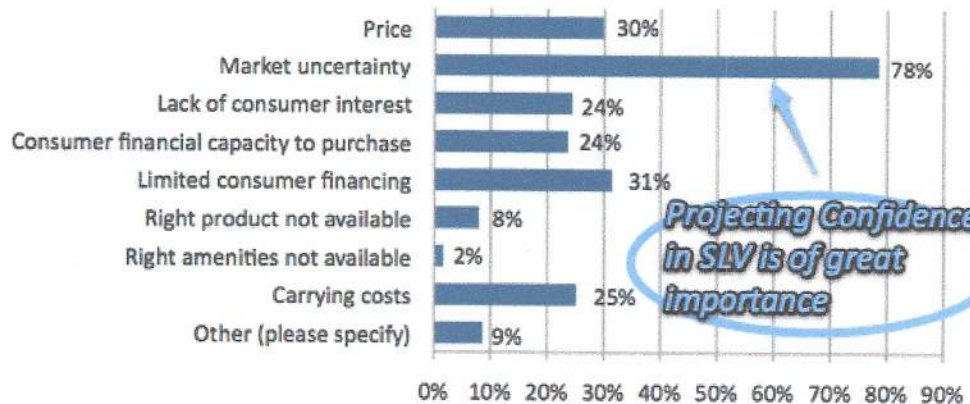
- ✓ Price -- ranked #1 by 75 percent of all respondents
- ✓ Location -- ranked second, cited by 55 percent of respondents
- ✓ Carrying costs -- ranked third, cited by 43% of respondents

### WHAT MATTERS MOST TO TODAY'S CONSUMER



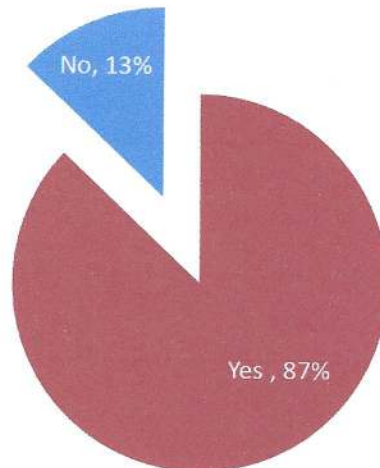
In this market, the most important reading of "location" is a place to which people are loyal. It's in this type of loyalist location that Kelsey & Norden have seen pockets of success despite today's market conditions. Communities with strong identities in valued locations that know and communicate with their loyalists have sales traction. Those contemplating new real estate offerings should work to hone their identities and strengthen their loyalist connections.

### WHAT ARE THE BIGGEST IMPEDIMENTS TO SALES





## DO YOU PLAN TO TAKE A DISCOVERY TOUR



Source: 2011 Live South / Ideal Living Survey

- The Discovery Tour Graph is not surprising, but it does illustrate our competitive disadvantage of not having a solid discovery tour package.
- Establishing a discovery tour must be a priority in 2012... More than just accommodations and a tour of real estate - It is a controlled experience package, allowing guests to choose from a variety of recreation experiences (golf, boat tours, hiking, biking, antiquing, etc.) that all lead to and communicate unique selling points around the quality of life Savannah Lakes Village and the region has to offer.
- Good examples from Dataw on bundling experiences as a part of the discovery package

There's nothing surprising about the discovery tour response, other than the fact that SLV does not have one. A consistent discovery package is not being offered through the sales offices. We must take ownership of this issue. The development of a strong discovery tour must be a priority in 2012 to include in SLV advertising. The discovery tour is the major call to action for prospects beginning their research. The key is to get them to visit, and then visit again often leading to a relationship with the prospect. Of course, this must be handled through the sales offices, but SLV should assist Sales Agents in developing a strong and consistent package. This is also not a free package. In fact, requiring prospects to pay for their accommodations as part of an overall value added package qualifies the leads as couples worth spending time and resources on while they are visiting Savannah Lakes Village.

The following is an example of the Discovery Package offered by Dataw Island, found on their website at [www.Dataw.org](http://www.Dataw.org)

**Experience Dataw!**

The only way to appreciate all that Dataw Island has to offer is to experience it for yourself!

Through our three-day, two-night "Experience Dataw Package," you can:

- Golf at one of our two championship courses
- Dine in our world-class clubhouse
- Play tennis on one of our eight Har-Tru courts
- Enjoy a boat ride and see the island from a different perspective
- Take a swim in our indoor or outdoor pool
- Work out in our state-of-the-art fitness center
- Borrow a golf cart and experience up-close encounters with nature and wildlife



- More good examples from Dataw on bundling experiences as a part of the discovery package

#### BRANDING:

- Of special note is Camp Lake James with the "North Carolina" subtitle... They realize that the Carolinas are one of the most popular relocation states as we've seen in other research presented, and they are using the state's appeal in their identity.
- Savannah Lakes Village should take the same opportunity to identify more with South Carolina for two purposes: (1) identify with a state with a strong brand and tourism draw (2) convey in our identity that we are not in Savannah, GA.

- . Meet and mingle with residents and members of the Club
- . Head over to Hunting Island for a walk on the beach
- . Receive a personalized real estate tour of our 870 -acre island community

This package is valued at more than \$700, but for a limited time, you can experience Dataw for only \$299\*!

\*Restrictions apply. Real estate tour required. The \$299 pricing is only available for first-time "Experience Dataw Package" participants. -Rates based on two nights' stay with two guests in the room.

Primary identity and positioning of competitors realizing growth in today's real estate markets. Of special note is the competitors' identity with nature in their branding.





## Local External Environment

*There are real challenges in the local environment that directly impact Savannah Lakes Village's attractiveness and competitiveness to attract new residents:*

- McCormick personal property tax highest in SC
- Major corridors do not communicate value
- Lack of connection along corridors to area's most unique assets

1. McCormick County currently has the highest personal property tax in South Carolina.
2. Lack of ownership of Highway 378 and Highway 7 corridors through Savannah Lakes Village
3. Condition of county maintained roadways in and around SLV = negative appearance/perception of instability by non-residents, visitors, and prospects.
4. Apathy of local businesses and elected leadership in attitude towards SLV growth
5. Unkempt appearance of properties and businesses along Hwy 378 West Corridor between Savannah Lakes Village and the Town of McCormick
6. Lack of pride and connection to unique natural resources of the region and surrounding Savannah Lakes Village
7. A general lack of confidence in elected leadership, dating back to school bond referendums, property reassessments, FEMA flood plain issues, and the current redistricting process.

*Despite these challenges, there are also opportunities in the local environment:*

- LRB Project is beginning to gain traction and continues to project positive nature based recreation identity for the region.
- Downtown development
- Technology infrastructure and service

1. Continued development of the Little River Blueway Adventure Area, creating authentic programming based on the wealth of outdoor recreation amenities bordering Savannah Lakes Village and throughout McCormick County. Highly valuable alliances have been made on the state and regional levels. The 2 year old non-profit project gained substantial traction in 2011, and adoption/alignment with local more local organizations (such as the Town of McCormick and the McCormick Chamber of Commerce) will further help in these efforts as we all begin telling the same story about the uniqueness of our destination.
2. Positively influence the development, identity, and quality of life and entrepreneurship in and around the town of McCormick. A vibrant and quaint downtown environment could be one of the best opportunities towards enhancing quality of life and selling non-residents and prospective couples on living in SLV. Research shows that today's buyer is not interested in isolated developments that are not personally connected to the surrounding community. This development is critical in order to compete against other successful destinations and communities in attracting residential growth, such as Bluffton, Aiken, Seneca, etc.
3. The largest opportunity in the local environment is the utility infrastructure that Savannah Lakes Village offers. Not only are water, sewer, and electrical installed underground to every homesite, but there is also fiber-optic "to the home" infrastructure. Currently, this is the only pocket of fiber infrastructure in South Carolina. Having this infrastructure in place allows small businesses, home based-businesses, and home owners to purchase the broadband width that they desire. The infrastructure and the services provided by West Carolina adds another unique selling point to living in Savannah Lakes Village. We have attended and are a part of an economic develop consortium led by Clemson University that is working with West Carolina to develop strategies to best leverage their infrastructure to attract new businesses to the McCormick, Abbeville, and Anderson regions, and also looking at tourism and quality of life impacts. One idea is to create "technology zones" connecting visitors and residents alike to the



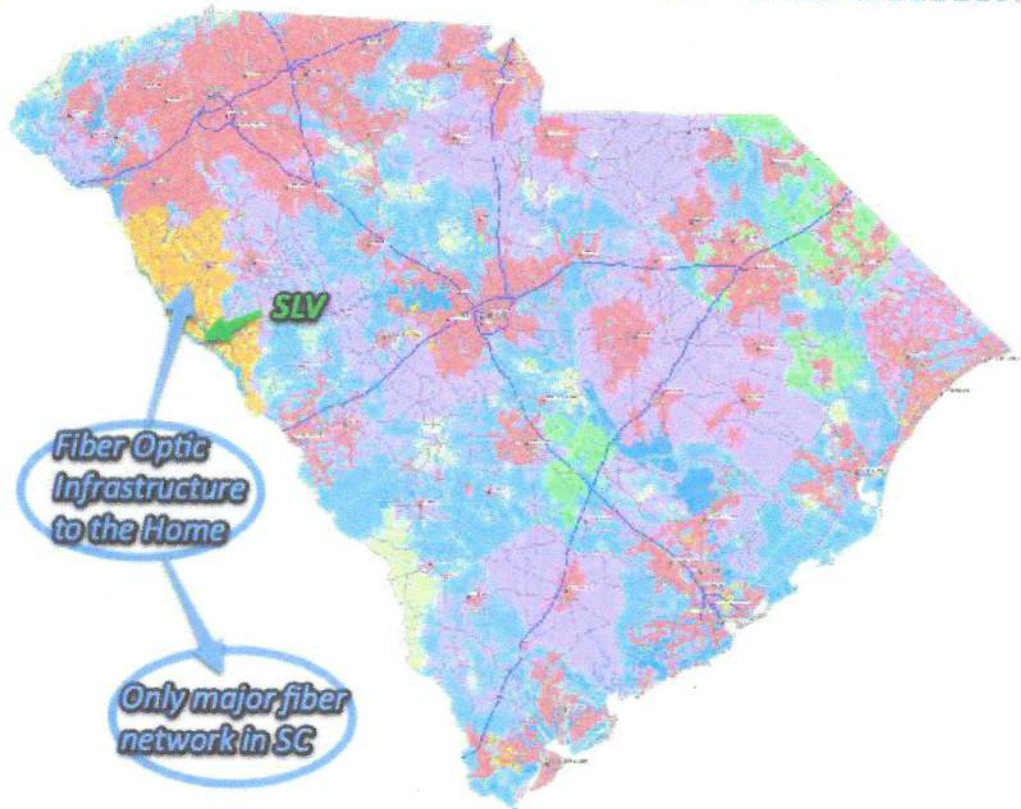
- **Fiber Technology Infrastructure** is now complete and currently the only Fiber Optic Network in SC

The region including SLV has \$78 million in technology infrastructure, but no one knows that it is here.

- Opportunities will be explored with West Carolina, Inc. (owners of the infrastructure) to better connect people to the technology in SLV facilities and to build a greater awareness of the technology.
- **Marketing Opportunity:** Target broadband users in the Augusta, Greenville, Atlanta, Columbia, and Charlotte markets with direct mail campaigns promoting SLV as a Hi-Tech and Hi Nature community
- Work with West Carolina and local government to create branded Technology Corridors
- Internal programming to teach residents how to use/leverage technology

infrastructure to increase the awareness of the value of this infrastructure. We are also meeting with West Carolina's executive team to specifically discuss ways that Savannah Lakes Village and West Carolina can work together to promote and better leverage this technology as a competitive advantage.

## Broadband Service Inventory for the State of South Carolina



### Symbology

In areas where multiple broadband providers offer service, this platform composite map stacks coverage display layers in the order presented below.

- Fiber Broadband Available
- Cable Broadband Available
- DSL Broadband Available
- Fixed Wireless Broadband Available
- Mobile Wireless Broadband Available\*
- Unserved Areas

## Internal Environment Snapshot

- 23 years old in 2012 – Only 20% built out

Savannah Lakes Village will be 23 years old in 2012. Going into the new year, the community has 966 single family homes, and 39 townhomes for a total of 1,005 units. Of the 5,000 homesites, 1800 are identified as investor-owned, 1,000 are improved properties meaning that they have a home structure on them, and the remaining 2,200 properties are individually owned largely by non-resident members.



## 2010 MEMBER SURVEY

The strategic planning committee's executive summary of the 2010 Member survey revealed several interesting aspects of the lifestyle Savannah Lakes Village offers through the eyes of our resident and non-resident members. Many of these responses align with lifestyle trends of our target markets as we well analyze later. The following are key findings reported by the committee:

- Individual nonresidents owners remain an attractive market for short term housing growth
- Many non-residents still have intentions of relocating to SLV
- While the majority of SLV residents do not plan to leave the community, many will be required to do so for health reasons and to be closer to family later in life.

- 50% of nonresident owners plan to be here full time in the future. Vacation/seasonal homes will be more prevalent.
- About half the nonresident owners who responded to the survey plan to relocate to SLV, and half of them plan to do so within the next two years.
- Three out of four planning to relocate, plan to build new single family homes costing less than \$300,000. Smaller, but well-appointed seems to be the trend.
- 75% of our resident owners have no plan to ever leave the Village. On average, about 5% per year consider relocating.
- 92% of all respondents would recommend SLV to others
- The rural country feel is most appealing amenity to the nonresident owners.
- There appears to be a growing trend in various outdoor recreation activities in addition to golf, especially within the nonresident owner segment of SLV.
- Outdoor recreation ranks at the top with both hiking trails and water sports like kayaking and canoeing being favorites.

***See the complete survey synopsis on page A2***

## REAL ESTATE MARKET

Over the past 11 years (since Cooper Communities completed their sales program in Savannah Lakes Village) all prospect inquiries generated have been forwarded to 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

For prospective couples, the name and brand of various independent real estate offices is irrelevant to their research. They inquired because they are interested in the lifestyle offered by Savannah Lakes Village. They expect the representative to which they are assigned to be professional and assist them in their research for the home/property that is right for them and to positively represent 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 perspective.

Sales systems between offices are different, which no standardization of scheduled phone, e-mail, and direct mail follow up. There's also not a consistent discovery package being offered by offices, and some offices do not have a discovery package to offer at all. Organizing the decentralized sales system and working with independent sales agents towards common goals should be an area of focus for SLV. Having a basic foundation of a sales system is important now, and will be crucial to have organized before housing markets begin to improve.



### ***Real Estate Property Analysis***

There are currently 121 homes on the multiple listing service for sale in SLV.

Referencing these 121 properties, the average pre-existing home for sale in Savannah Lakes Village is:

- 11 years old on average
- \$305,718 average asking price
- \$137 average price per square foot

Breakdown by location:

#### **INTERIOR HOMES:**

There are 63 Interior pre-existing homes for sale:

- 12 years old on average
- \$222,646 average asking price
- \$118 average price per square foot

#### **GOLF FRONT HOMES:**

There are 33 golf front pre-existing homes for sale:

- 10 years old on average
- \$335,777 average asking price
- \$149 average price per square foot

#### **LAKEFRONT HOMES**

There are 24 lake front pre-existing homes for sale:

- 12 years old on average
- \$482,450 average asking price
- \$171 average price per square foot

#### **HOMESITES**

- Lake-Front Homesites: 150 properties with average listing price of \$152,995
- Golf-Front Homesites: 113 properties with average listing price of \$73,837
- Interior Homesites: 165 properties with average listing price of \$20,642

\* Analysis conducted late 2011



## 2. TARGET CUSTOMERS:

CRITERIA	NON-RESIDENT OWNERS	RETIRED MILITARY	BOOMERS 48-66	DESTINATION & 2 <sup>nd</sup> HOME SEGMENT
<b>Identify Customer Benefits:</b> What customers really care about	Concerned about investment in the community... Receive internal messages that are sometimes negative in tone. Question if SLV is right for them, although they have paid into the community for years. Need to project confidence, value, and stability to this market.	Taxation of military pensions [Retired military personnel 65 and older can deduct up to \$10,000 of military retirement benefits in SC], number of colleges, proximity of VA hospital and military installation [Ft. Gordon is 50 mins away – 2 military hospitals]. Stable community, high morals, close to military base for healthcare and on-base programs and amenities	Looking for communities with a large mix of amenities on a lake or on the coast. Today and post-recession, Boomers will have less of a propensity for consumerism, but will be motivated to buy in communities that offer places and amenities to connect with family, friends, and neighbors.	Resort type of environment, lock & leave programs, broad mix of amenities for usage by family and friends, low carry costs, transitional home options for future permanent relocation, confidence in community/resort for future resale, waterfront/outdoor recreation destination
<b>Segment Profile:</b> What makes it unique from other market segments? What are the demographics and other characteristics?	Strong connection to SLV as existing owners, easy to target, biggest opportunity for short term growth	To a large degree, military families have not faced pay cuts and/or lost jobs – retirement investments have been hit hard, but with government retirement programs, they have the confidence to make their move as the buyers market bottoms out	Broad population segment, that is broken down further by geography, HHI, occupation, and other demographics	There is the potential for a rebound in the 2 <sup>nd</sup> home market with cash buyers in look of bargains for weekend/vacation homes that may become transitional homes towards a primary living location in years to come. We can't overlook Gen X in this market going forward.
<b>Size and Growth Potential:</b>	2200 individual property owners... Highest potential for residential growth	High growth potential as boomers begin initial retirement, or second retirement from secondary jobs in private sector	Massive market with a high potential due to pent-up demand and savings	Limited... has seen the most decline over the recession, and expected to lag upward trends in other housing markets
<b>Favorable Market Dynamics:</b>	Already have a vested interest in SLV	Growth of Ft. Gordon & within 1 hour drive	Ability to reinvent SLV with focus on amenities highly demanded	Location: 9 million residents within 1.5 hour drive of SLV
<b>SLV Advantage:</b> Play the game we are most likely to win.	Easy to target, bought for existing lifestyle, but important to stay relevant with interests	Easy to target, location of Ft. Gordon, other military families in SLV, recreation	Opportunity to offer a unique unpretentious location with the nature-based identity boomers can connect with	70,000 acre freshwater lake, golf structure [no initiation fee], reasonable carrying costs
<b>Reasons:</b>	Highest growth potential per	SC's tax deduction on military pensions is average, Ft. Gordon as a growing base with NSA development, along with the PX, two hospitals & other base amenities a big draw	Largest market in US – can't overlook boomers impact on society and consumer behavior	Good opportunity for low cost of ownership interior properties



### 3. STRATEGIC & TACTICAL GOALS

➤ Referencing "Increasing Home Sales in Master Planned Communities" page 76 of the December 2011 ULI Magazine – the four common strategies amongst the top-ten selling communities were:

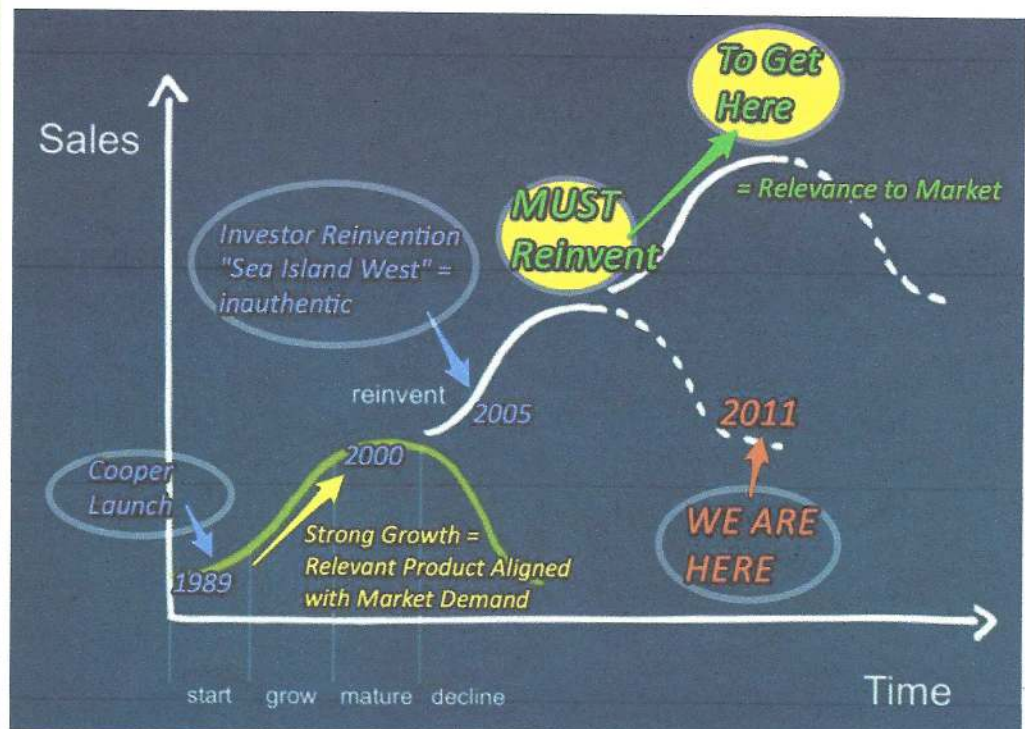
1. Adjusting and repositioning housing options to meet the demands of the changing consumer market
2. Altering advertising and marketing tactics to communicate value
3. Capitalizing on unique demographic niches that match strengths
4. All being in healthy geographic markets was a bonus, but not the only reason for growth

➤ Lesson learned: It's better to create new value than compete for the value created by others.

➤ Establish a 2012 referral program, empowering property owner referrals, with an incentive if referred family purchases (i.e. \$100 community gift card)

Our marketing goals for 2012 center around three main areas: (1) Value Creation and Enhancement, (2) Communication of Value, and (3) Value Delivery. For visual, see 2012 Goal Mapping on page A-1.

Top-selling master planned communities continue to be those that adapt to the ever-shifting real estate environment. As we outline the strategic and tactical goals we strive to address and achieve in 2012, thought and planning has been given to value enhancement and the need to reinvent Savannah Lakes Village to match our community offerings (homes, amenities, & programming) with the demand shifts we are experiencing in our market segments. Reinvention to remain relevant to target consumer markets is the only way to position our community for sustainable growth. As illustrated below, Savannah Lakes Village realized a very strong sales cycle from 1989 – 2000. The \$3.5 million annual marketing budget and a centralized sales system was helpful, but Copper Communities also had a product and brand perception that was aligned with the demands for the market place at the time. Our challenge is to reinvent the community in a way that aligns with the desires of today's consumer while still serving the needs of residents that bought 20 years ago for other reasons. For more insight on customer profiles and their criteria for their next community, see pages 4-14 of the 2012 marketing plan.



Past, Current, and Potential Lifecycle of Savannah Lakes Village



## **STRATEGIC GOAL A | Value Creation & Enhancements**

Reinvent Savannah Lakes Village as a desirable place to live with an exceptional quality of life that offers renewed relevance and identifiable value to defined real estate target markets as the economy and home markets begin to stabilize between now and 2014.

### **Tactical Goal 1 | Market Research**

Continually research markets and update marketing plans, strategies, and messages as necessary to best align Savannah Lakes Village with real trends best aligned with strengths, unique points of difference, and growth opportunities. Continuously document research and share with sales agents, builders, and other stakeholders offering products and services to target markets. Provide market research as support materials to Board of Directors and committees as needed.

### **Tactical Goal 2 | Amenities and Programing**

Align Savannah Lakes Village's natural strengths with the amenity offerings and programming in highest demand from target markets, and use as a point of community differentiation, giving our traditional revenue producing amenities and real estate products a new relevance within the market, based on lifestyle traits and top selection criteria of growth markets.

**TG2.1: Amenity Development** – Develop planning/implementation of non-traditional amenities (i.e. gathering places, lake access/small parks, nature trails, and/or community garden) as value enhancements to our existing traditional amenities for undeveloped homesites and preexisting homes that are for sale, while adding quality of life enhancements to existing members.

**TG2.2: Amenity Leveraging** – Package and promote outdoor recreation based assets surrounding Savannah Lakes Village that add to the amenity offering, quality of life, creates unique points of difference, and relates to demand from growth markets. Position the community and the surrounding protected lands to leverage the strengths of regional outdoor land/water-based sporting assets as it relates to demands from SLV membership in accordance to the 2010 membership survey and the top search criteria for prospective target markets. Utilize this positioning to differentiate the quality/unique golf experience that SLV provides, creating unique value to compete with an advantage in the industry.

**TG2.3: Connectivity Development** – Establish connectivity plans that identify strategic properties needed to connect isolated streets and homes to other neighborhoods, community facilities, and lake locations through a series of strategically located nature trails suitable for walking and golf carts.

**TG2.4: Value Added Real Estate Offerings** – Identify pockets of interior properties and other opportunities to develop the styles and homeplans that interest today's home buyer. There has been and continues to be a major shift towards smaller



more efficient homes. This does not necessary correlate with the price couples are willing to pay. Couples are looking for smaller, well appointed “small palaces” as the term has been coined. This brings about a strong opportunity for repurposing interior properties with collections of neighboring homesites into themed cul de sacs, adding real and perceived value to these properties necessary to realize growth in what is currently “undesirable” locations within Savannah Lakes Village (i.e. Southwind East and Western Shenandoah).

### ***Tactical Goal 3 | Organizational/Community Culture Program***

Work with the director of human resources, chief operating officer, and all department managers to develop and begin implementing a “culture of excellence” throughout all departments and points of contact in Savannah Lakes Village. Begin taking the steps as leaders of our organization to change the way we think, act, and talk with the goal of making Savannah Lakes Village a fun and exciting place to work, based on a new vision, new core values, and a new belief that this community can be great. While culture programs have many intangible elements, there are few strategies that will create new value as crucial to bottom line results that a positive and aligned culture program will deliver. A strong internal culture program will spill over into the community, positively influencing our local environment.

### ***Tactical Goal 4 | Leveraging Fiber Optic Infrastructure***

Better communicate awareness of fiber optics and the benefits of the broadband infrastructure installed and available from every homesite within Savannah lakes Village.

- Participate on regional economic development council focused on identifying opportunities and implementing programs to benefit from the tech infrastructure
- Consider internal TV network with WCTEL to better communicate SLV programs over fiber optic lines to SLV facilities and possibly to residencies inside SLV
- Work with WCTEL, town, and county to create technology zones such as broad area Wi-Fi to better communicate tech infrastructure to visitors
- Identify key benefits of fiber optic technology infrastructure to communicate through SLV website, advertising programs, and scripting for sales programs.

## ***STRATEGIC GOAL B | Communication of Value***

Increase awareness of Savannah Lakes Village as a desirable place to live in western South Carolina delivering a unique quality lifestyle that aligns with the interests of defined real estate target markets and within SLV’s 2011 advertising and promotions budget. Use communication vehicles to recast Savannah Lakes Village with an authentic reputation as a nature based recreation community reflecting the outdoor activities and healthy living that living on a 70,000 acre lake and in the middle of a National Forest provides.

### ***Tactical Goal 5 | Conveying Value in Branding and Creative***



Develop a new community-wide reputation that identifies with today's buyers, unique Savannah Lakes Village selling points, and authentically represents the experience/quality of life Savannah Lakes Village offers, connecting our image to value propositions in our advertising and content marketing programs.

NOTE: Plans are to conduct these rebranding programs in-house and will be an ongoing process. This will save considerable costs to our 2012 marketing budget, which will preserve funding for media purchasing/programs for creating awareness with target markets.

**TG5.1: Reinvent Community Logo** – Align Savannah Lakes Village's primary identity with the unique values of living in our community. Begin implementing

**TG5.2: Creative Development of Effective Ad Copy & Design** – continually develop to align with value propositions and test advertising copy response rates through various media/target markets.

**TG5.3: Website Redesign** - Redesign the community website (Savannah Lakes.com) to align with new communication programs and branding. Develop, enhance, and deliver a strong web presence that supports all community advertising programs, serves as a sales/promotional resource for local/regional real estate offices and builders, and serves as the primary research tool for prospects.

**TG5.4: Setting Branding and Narrative Standards:** Share new copy, narratives, and branding standards with all stakeholders in Savannah Lakes Village including real estate offices, local/regional accommodations, convenience stores, chambers of commerce, marinas, and other stakeholders who are a point of contact for anyone visiting our area. Savannah Lakes Village's identity must be adopted by local/regional Stakeholders to be successful.

## **Tactical Goal 6 | Community Signage**

**COMMUNITY SIGNAGE & HWY 378 CORRIDOR DEVELOPMENT:** With rebranding concepts in place, develop a comprehensive signage plan focusing first on the major existing signage locations, as well as new signage needed along the HWY 378 and HWY 7 corridors. Plan will include updating existing signs to match to identity and to serve as an entrance into South Carolina. Additionally, we will look at interior facility signage needed to reinforce the communication of value in Savannah Lakes Village, such as kiosks, photography, and signage in high traffic locations targeting residents, visiting non-resident members, guests, business leaders, entrepreneurs/investors, and prospective family discovery tours.

**See A-4 for preliminary concept**



### ***Tactical Goal 7 | Community Incentives***

Establish and promote a 2012 incentive program to prospective families and non-resident members for the purchases of pre-existing and new construction homes. Promote incentive package through:

- Incentive flyers & posters 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” 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
- 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.

*See pages A-16 – A-19 for examples and details of 2012 incentive program.*

### ***Tactical Goal 8 | Market Segmentation***

Carefully monitor market research and trends for new opportunities to segment our market and target communications to specific groups. Examples within our current planning include military officers/retired military, families who have expressed interest in our geographic region, families who are searching for planned communities online, families who are searching for the amenities our community has to offer in print and online (golf, lake, outdoor recreation, nature-based lifestyles). Market segmentation also includes monitoring and acting on specific geographic housing markets that are remaining strong due to infused localized economies. Examples include Austin/Houston, TX and Raleigh, NC.

### ***Tactical Goal 9 | Media Mix***

Target traditional, online, and web 2.0 media that engage/reach our defined target markets to create awareness and to drive traffic and information inquires through SavannahLakes.com and other online sources. Monitor media and media impressions through marketing dashboard and the development of a new lead management program that will be aligned with a centralized sales process. See Section 7 for the current 2012 media mix and reach. See Appendix for examples of marketing metrics.



### **STRATEGIC GOAL C | Value Delivery**

Implement a centralized sales system, establish planned discovery packages, and integrate a lead management database system in order to enhance/take ownership of the value delivery processes to real estate prospects.

### **Tactical Goal 10 | Centralized Sales Program**

**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:

- 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.
- Accurately measure promotional media channels by lead performance metrics such as qualification rates, visitation rates, and conversion rates.
- Establishing accountability for advertising programs and partnering real estate agents
- 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.

**See "Enhancements to Real Estate Sales Systems" framework on pages A7 – A13**

### ***Tactical Goal 11 | Discovery Packages***

Develop and standardize meaningful discovery packages, offering couples a planned and detailed experience package that connect them with the most unique points of difference that living in the Savannah Lakes Village community provides. Boat tours/eco tours, viewing SLV from the water, golf, and other experiences.

**See "Discovery Package Example" Page A13**

### ***Tactical Goal 12 | Lead Management System***

Establish a lead management system for the purpose of generating feedback to properly adjust marketing programs and to add accountability to assigned offices/agents. In 2011, over 1,300 specific named inquiries were turned over to three separate real estate offices on a manual rotational basis. Without a centralized lead management system that is utilized by Savannah Lakes Village and agents alike, there is not a method 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 these offices provide.

- Feedback is crucial to plug back into our advertising and media selection programs and adjust to meet changing trends with target markets.
- The lead management system is also needed to identify and communicate with leads as a part of a standardized sales/communication process. This is also needed to establish and 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*

### ***Tactical Goal 13 | Monitor Metrics***

Marketing programs and media mix will be evaluated based on metrics set for traditional, online, and web 2.0. A marketing spreadsheet and dashboard will be used to monitor and report response and qualification rates for monthly, annual, and multi-year programs.

### ***Tactical Goal 14 | Plug Metrics/Feedback back into Planning***

Apply metrics and feedback gained through lead management system back into marketing planning, and along with market research, adjust plans and media mix as needed to maximize return on investment



## Savannah Lakes Village & Golf Clubs 2012 Marketing Media Budget

	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	% of Total Costs
<b>1. Traditional</b>														
Carolina Living Relocation Guide													\$0	0%
Military Officers Assoc RTM Guide				\$3,000									\$7,000	7%
Augusta VE Visitor Map Ad	\$1,200									\$3,000			\$6,000	6%
Ideal LivingLive South				\$5,000									\$1,200	1%
Technology Direct Mail Campaign			\$5,000						\$5,000				\$12,000	12%
MO Direct Mail Campaign					\$5,000								\$5,000	5%
<b>Sub-Total</b>	<b>\$8,200</b>	<b>\$0</b>	<b>\$5,000</b>	<b>\$8,000</b>	<b>\$5,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$5,000</b>	<b>\$3,000</b>	<b>\$0</b>	<b>\$2,000</b>	<b>\$36,200</b>	<b>38%</b>
<b>2. Web Media</b>														
Private Communities.com 2012													\$5,500	6%
Retiree Net	\$132	\$132	\$132	\$132	\$132	\$132	\$132	\$132	\$132	\$132	\$132	\$132	\$1,578	2%
SC Golf.com - 2012	\$1,500												\$1,500	2%
Golf Course Home.com		\$749											\$749	3%
Carolina Living Compass News 2x	\$2,000									\$2,500			\$4,500	5%
SL.com Website Redesign						\$6,000							\$6,000	6%
PTL.com Website Redesign						\$2,000							\$2,000	2%
Ideal LivingLive South	\$5,000					\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$30,000	5%
Google Ad Words	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$3,000	3%
Website Services	\$1,500		\$1,500			\$1,500			\$1,500				\$6,000	6%
<b>Sub-Total</b>	<b>\$8,882</b>	<b>\$1,131</b>	<b>\$1,882</b>	<b>\$382</b>	<b>\$1,131</b>	<b>\$9,882</b>	<b>\$382</b>	<b>\$1,131</b>	<b>\$1,882</b>	<b>\$2,882</b>	<b>\$1,131</b>	<b>\$7,382</b>	<b>\$38,074</b>	<b>40%</b>
<b>3. Print &amp; Materials</b>														
New Print Materials						\$5,000							\$5,000	5%
<b>Sub-Total</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$5,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$5,000</b>	<b>5%</b>
<b>4. Other Expenses</b>														
2012 PR MGMT Program	\$4,000												\$4,000	4%
Chamber Dues & Sponsors	\$3,000												\$5,000	5%
Content Marketing Service	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$7,800	8%
<b>Sub-Total</b>	<b>\$7,650</b>	<b>\$650</b>	<b>\$650</b>	<b>\$650</b>	<b>\$650</b>	<b>\$650</b>	<b>\$650</b>	<b>\$650</b>	<b>\$650</b>	<b>\$650</b>	<b>\$650</b>	<b>\$650</b>	<b>\$16,800</b>	<b>17%</b>
<b>Total Media Costs</b>	<b>\$24,732</b>	<b>\$1,781</b>	<b>\$7,532</b>	<b>\$9,032</b>	<b>\$11,781</b>	<b>\$10,532</b>	<b>\$1,032</b>	<b>\$1,781</b>	<b>\$7,532</b>	<b>\$8,532</b>	<b>\$1,781</b>	<b>\$10,032</b>	<b>\$96,074</b>	<b>100%</b>

## 4. MEDIA BUDGET



## 5. POSITIONING & UNIQUE SELLING POINTS

### *Positioning Statement*

- *"For active adults..."*  
Defining our primary market, yet it is also noted that boomers are looking for experiences for their family
- *Points of Differentiation:* We saw in earlier research the surge in popularity for lake destinations, which are almost as popular as coastal destinations. Many couples also consider the lake as an alternative after researching the cost of living, tourist traffic in-season, and the additional maintenance and planning required to enjoy boating in coastal destinations
- We cannot over emphasize Lake Thurmond and the unique selling point it creates for our community

For active adults, their families and friends, Savannah Lakes Village is an established lakefront sporting community along South Carolina's Freshwater Coast, buffered by 63,368 acres of national forest land and state parks and the 70,000 acre Lake Thurmond (Clarks Hill Lake). Located on a peninsula at the convergence of the lake and the Little River, the community is situated along one of the largest inland bodies of water in the South. The natural features of the land, along with hiking/biking trails and kayaking trails, place Savannah Lakes Village in the heart of an outdoor recreation and wildlife conservation area. Two championship golf courses, a strong tennis program, and great fitness facilities round out the sporting lifestyle at Savannah Lakes Village.

Savannah Lakes Village offers a sustainable and affordable lakefront sporting lifestyle, and is a financially stable member-owned community. With our location and the traditional amenities you would expect from a recreation based development, Savannah Lakes Village has become the lakefront community of choice for over 2,000 primary home and vacation home owners.

### *Points of Differentiation / Unique Selling Points*

We play the game we are most likely to win... Our points of differentiation (PoD), along with our positioning statement above, must clearly define where and how we compete.

- 70,000 Acre Freshwater Lake
- Member-owned assets, including two championship lakefront golf courses
- Location: Embrace being a recreation based community "Located in the Heart of the National Forest and state parks at the confluence of the Little River Blueway and Lake Thurmond."
- Allow the land, water, and wildlife conservation that is often overlooked as a strength locally to become a major part of our identity... This is authenticity that our target markets can connect with and that cannot be duplicated in other developments.



Ad example for March issue of Military Officer Magazine | Special Real Estate Section

**YOUR NEXT ADVENTURE STARTS HERE**

**Savannah Lakes Village, South Carolina**

- ▶ Short drive to Ft. Gordon in Augusta, GA
- ▶ Member-owned community & amenities
- ▶ Borders Lake Thurmond, National Forest, and Little River Blueway Adventure Area
- ▶ Two Exceptional Lakefront Golf Clubs
- ▶ Full utilities + Fiber optic Broadband
- ▶ Cottages & Homes from \$150K
- ▶ Membership dues less than \$100/month

**SavannahLakes.com | 800.332.0013**

**FT. GORDON**

2012 Masters Week Ad Example

**Play the Lake!**  
The "Natural" Choice For Masters Week

**Only 40 Miles from the Augusta National**

The golf clubs of Savannah Lakes Village are a scenic 40 mile drive up the Savannah River Scenic Highway from the the Augusta National. Share with your guests the experience of two lakefront golf courses set amongst the Sumter National Forest, Lake Thurmond, and the Little River Blueway Adventure Area - unlike any experience you will find in the Augusta Metro Area.

*Savannah Lakes Village... A unique place to visit, an inspiring place to live.*

**Masters Week Special: \$100 per person**  
plus \$23 same-day replays on either course!  
includes green, cart, practice balls, sales tax, & lunch voucher

**Free Lunch!**

**For Tee Times and Directions:**  
**PlayTheLake.com | 800.332.0013**



## 6. ADVERTISING MEDIA MIX

### 2012 Real Estate Marketing Advertising Frequency Matrix:

MEDIA NAME	J	F	M	A	M	J	J	A	S	O	N	D	Reach Per
<b>TRADITIONAL MIX:</b>													
Carolina Living Spring Relocation Guide [full pg ad + L.L. editorial]			X						X				80,000
Ideal Living: Annual Golf Living Guide [full pg ad + listing & 2 pg editorial]				X									100,000
Ideal Living: Annual Relocation Guide [full pg ad + 2 e-blasts to 30K]							X						100,000
Ideal Living: Winter 2012-2013 Guide [full pg ad + e-campaign]											X		100,000
Where to Retire: Relocation Guide Index				X		X		X		X		X	100,000
Military Officers Assoc Mag: Semiannual relocation guide				X					X				TBD
Direct Mail: Military Officers													TBD
Direct Mail Campaign: Hi tech – Hi Nature Campaign													TBD
<b>ONLINE MIX:</b>													
Carolina Living.com – Home page	X	X	X	X	X	X	X	X	X	X	X	X	15,000
Carolina Living Compass - e-newsletter to 25K [banner ad]	X	X	X	X	X	X	X	X	X	X	X	X	35,000
Ideal Living.com - Feature pg, listing, link to SL.com, & banner ad	X	X	X	X	X	X	X	X	X	X	X	X	
Live South.com - Feature pg, listing, link to SL.com, & banner ad	X	X	X	X	X	X	X	X	X	X	X	X	
Fairway Living.com - Feature pg, listing, link to SL.com, & banner ad	X	X	X	X	X	X	X	X	X	X	X	X	
Private Communities.com - Feature pg, link to SL.com, & banner ad	X	X	X	X	X	X	X	X	X	X	X	X	
Retire.net – Feature pg, link to SL.com, Top 100 Communities	X	X	X	X	X	X	X	X	X	X	X	X	
Top Retirements – Feature pg, link to SL.com	X	X	X	X	X	X	X	X	X	X	X	X	
Google Ad Words	X	X	X	X	X	X	X	X	X	X	X	X	
<b>WEB 2.0 Mix</b>													
Savannah Lakes Village Facebook	X	X	X	X	X	X	X	X	X	X	X	X	
Little River Blueway Facebook	X	X	X	X	X	X	X	X	X	X	X	X	
Play The Lake Facebook	X	X	X	X	X	X	X	X	X	X	X	X	
Golf Trips Facebook	X	X	X	X	X	X	X	X	X	X	X	X	
Paddle SC Facebook	X	X	X	X	X	X	X	X	X	X	X	X	
Carolina Living Facebook	X	X	X	X	X	X	X	X	X	X	X	X	
Heritage Corridor Facebook	X	X	X	X	X	X	X	X	X	X	X	X	
<b>OTHER</b>													
PR MANAGEMENT PROGRAM [measurable releases throughout the year]	X	X	X	X	X	X	X	X	X	X	X	X	TBD



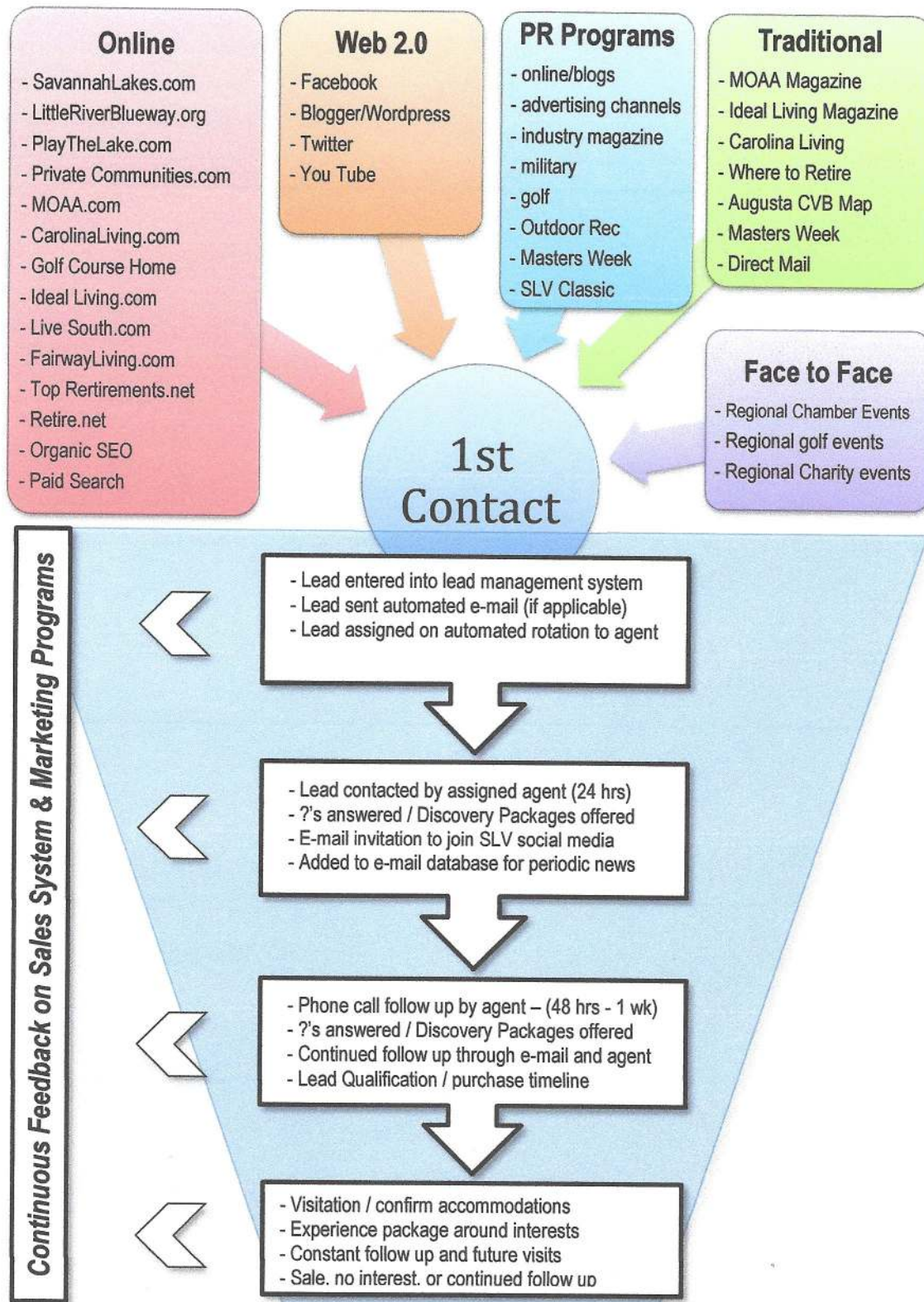
## 2012 Media Mix for Masters Week

Media	Dates	Reach/Comments
Buzz on Bizz Newspaper Inserts	March Issue to reach subscribers and businesses by March 20.	Custom designed inserts -(in-house SLV) promoting Masters Week in SLV on one side and "Move to the Lake" on the other. Highly visible inexpensive way of reaching 16,000 subscribers, business, and masters week guests
Augusta Mkt TV spots & production	3/30- 4/3	Focused on time period leading up to the Masters as guests are coming into town and the first part of the week. Targeting news 12, Golf Channel, & ESPN within the Augusta area only to target key areas and limit expense.
Promotional materials in Hospitality Houses, businesses along Washington Road, and handed out around the course	4/1 - 4/8	5,000 handouts... More produced as needed
Restaurant Guide	4/1 - 4/8	1,000 - Custom "dual purpose" postcard as mentioned above
WGAC Masters Week News Radio Sponsorship	3/30 - 4/2	Targeting late March through the early part of Masters Week. WGAC is the station for all news, weather and traffic updates - the official radio news provider for the Masters. SLV will have 50 radio spots focused on Morning drive time to course. Also will receive mentions as a top sponsor of the news broadcast... "This report brought to you by Savannah Lakes Village Golf at <a href="http://www.PlayTheLake.com">www.PlayTheLake.com</a> "
Downtown Augusta CVB driving and pedestrian map	2-20-12 – 2-20-13	75,000 pad maps. Major hotels CVB Gift Shop Ga-120 Welcome Center Conventions Attendees Attractions
Masters Housing Bureau E-mail Marketing	2/24/12 - 1st blast	Sent to all Housing Bureau Renters
Masters Housing Direct Mail	3/14/12	Information package on SLV sent to all Masters Housing Bureau Renters
Google AdWords	3/2/12 - 4/10/12	SLV and Play The Lake displaying on all major search terms for "The Masters" providing 1st page placement for <a href="http://www.PlayTheLake.com">www.PlayTheLake.com</a>
Wisconsin Golf Show	3-2-12 - 3-4-12	Distribution of 5000 brochures at the Madison and Milwaukee Golf Shows
Golf Trips Newsletter	3/1/12	SLV masters Week program featured as headlining article for the March issue
Food & Fun Guide	3/30 - 4/9	35,000 in hotels and patron goodie bags - Full page ad
Augusta Chronicle Masters Review Wrap	4/1	115,000 (75,000 subscribers plus 45,000 to hotels, paper stands, and throughout the city for Masters Week
<a href="http://www.Augusta.com">www.Augusta.com</a>	3/14 - 4/9	250K plus impressions - exclusive sponsorship of "The Course"
E-mail Blast to PTL	3-13-12	1600 plus e-mails
8 regional chambers	March & April	handouts, e-blast promotions in newsletters, other communications - reach to chamber members alone = 4600
Masters Tournament Guide Half Page Ad	March 25 - April 30	75,000 - inserted into April issue of Augusta Magazine, placed in all rental housing, patron bags, red carpet tour, private jet terminals.
Organic Search		PlayThe Lake.com displays on the first page of most popular searches regarding Masters



## 2012 Real Estate Lead Flow Chart

With adoption of Lead MGMT Program and Centralized Sales System





## 7. Real Estate Marketing Program Metrics

The following metrics will be adjusted as final programs are implemented in 2012. For example, the lead management/CRM software and adoption of this software by independent sales agents will provide many of the metrics included in this dashboard.

Marketing Program Metrics	Q1		
Total # Opportunities by Stage	Jan	Feb	Mar
Prospecting			
Qualification			
Specific Questions			
Visitation			
Continued Research			
Total Collateral Created/Updated	Jan	Feb	Mar
New Materials/Artwork			
Customer Program Metrics	Q1		
Net New Customers	Jan	Feb	Mar
Number of New Prospects Added			
Database Size	Jan	Feb	Mar
Total Records			
Lead Mgmt/CRM Adoption Rate	Jan	Feb	Mar
% sales agent users			
Lead Generation Metrics	Q1		
New Leads by Channel	Jan	Feb	Mar
Website Inquiries			
Call-in/Visits			
Breakdown of			
Face-to-Face Events			
PR Programs			
Traditional Print Advertising			
Landing Page Conversion Rate	Jan	Feb	Mar
Current Fiscal Actual			
Email Marketing Campaigns	Click Through Rate		
Campaign 1			
Campaign 2			
Campaign 3			
Campaign 4			
Newsletter			



Social Media Metrics	Q1		
Social Network Reach	Jan	Feb	Mar
Twitter (Followers)			
Facebook (Fans)			
Blog (RSS Feed Subscribers)			
Blog Postings/Tweets by Topic	Jan	Feb	Mar
Community News			
Golf Related			
Relevant Shares/Links			
Outdoor Recreation			
Total Comments	Jan	Feb	Mar
Comments			
New Facebook Followers	Jan	Feb	Mar
New Facebook Followers			
New Twitter Followers	Jan	Feb	Mar
New Twitter Followers			
Website Metrics	Q1		
Traffic Sources	Jan	Feb	Mar
Google			
Direct			
3rd Party Link			
Bing			
Facebook			
Twitter			
Top Pages	Jan	Feb	Mar
Real Estate Listings			
Photo Gallery			
Home			
Unique Visitors	Jan	Feb	Mar
Unique Visitors Per Month			
Goal			
Pages/Visit	Jan	Feb	Mar
Pages/Visit			
Bounce Rate	Jan	Feb	Mar
Bounce/Exit Rate			
Time on Site (Minutes)	Jan	Feb	Mar
Time on Site (Minutes)			