



case studies

because it matters

Carina Homes

Expand Sales Base

Opportunity:

In a market dominated by stucco homes, promoting the small town allure of tree-lined streets, old-fashioned street lamps, private parks with gazebos, and gardens was easy. However, when Carina Homes wanted to open residential developments at an accelerated rate, there was an immediate need to move beyond niche marketing and develop a broader sales base.

We saw it as an opportunity. By initiating several core message strategy sessions, Lamplight Neighborhoods redefined itself for broad market appeal: uniqueness of the product, detail within the work, and a relationship between builder and buyer.

Outcome:

Within one week after launching a limited run test campaign, Carina Homes reported a 50 percent increase in sales traffic. The builder sold 50 homes directly attributed to the campaign, contributing to the highest volume of homes ever sold in a single week.