



case studies

because it matters

Pageantry Homes

Defining Publics

Opportunity:

Every summer, residential developers experience reduced home sales in the Las Vegas market. But when 110-degree temperatures were coupled with high foreclosure rates and an oversaturated market last summer, home builders were forced to reduce new home production and standing inventory as home prices plummeted as much as 40 percent.

We saw it as an opportunity. With 7,000 new residents still relocating to Southern Nevada every month, the home builder needed to reach qualified buyers first. This included targeting the market's most successful residential real estate agents, motivating them to bring their buyers to our communities.

Outcome:

After identifying the top 25 residential real estate brokerages and targeting them with a campaign that featured select models, buyer incentives, and agent commission plans, the marketing director met with 18 brokers for lunch and was invited to three sales meetings. This resulted in a 50 percent increase in traffic to two communities and 100 percent increase in traffic at a third.