

Southwest Minnesota Housing Partnership

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# Selling Houses 101:

Worksheets to Create a Quick and Easy  
Marketing Plan to Attract Homebuyers to  
Your New Development



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*Developed for the Southwest Minnesota Housing Partnership  
by Marcia Nedland, Fall Creek Consultants*

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## Why do a marketing plan?

You may wonder why you should bother with developing a written marketing plan to sell your houses when new housing is scarce in your community, when you are offering such a great deal, when marketing is after all, intuitive, right? What could go wrong?

There are three reasons to do a marketing plan for selling your new homes:

1. *To Save Time and Money* Marketing can't control every factor that affects the sale of a house – the state of the housing market, interest rates, and employment opportunities can all speed up or slow down the sales process. But having a good marketing plan can mean the difference between a house pre-selling, sitting on the market for 60 days, or sitting on the market for six months or longer.

Every month that the house doesn't sell is another month that staff have to show it; a month that financing, insurance, maintenance and other carrying costs have to be paid; a month that your investment can't be turned around into another project; a month that accounting, reports, meetings and other monitoring devices have to be applied to that house. It is really expensive to have a house sit empty on the market!

Finally, by building simple evaluation techniques into your plan, you can drop strategies that aren't working and reinvest your time and money in strategies that do work.

2. *To Provide Better Customer Service* (which will save you time and money on future projects). A good marketing plan is very customer-focused. It requires us to get out of our own heads and into the heads of our potential customers. Good marketing segments the total market into groups of potential buyers with similar interests so that we can tailor our product, messages, and marketing strategies to their particular wants. When customers hear and get what

they want, what is meaningful to them, they act more quickly and send out more positive reviews to other potential buyers.

3. *To Inspire Confidence in Your Community*

A more complex, but no less important reason to have a marketing plan is to inspire confidence and reinvestment in your community by demonstrating that it is a place of choice – that a new house on the market in your community will sell quickly.

Neighborhoods and communities operate just like the stock market when it comes to confidence and investment. Houses that sit on the market for a long time can send or reinforce a message that the neighborhood or community is in decline, that it isn't a good investment. Conversely, a house that sells well sends a message that the community is on the upswing, that it is wise to stay in the community, to reinvest through a home purchase, home repairs, even business expansion.

# What's in a Marketing Plan?

This workbook will help you put together a marketing plan with the following elements:



## 1: The Marketing Team

Who should be a part of your marketing planning and implementation team? How do you make sure the perspectives of *potential customers* dominate the planning and discussion so that marketing plans have an impact on them?

## 2: Marketing Goals

What outcomes are important for this marketing plan – how will we know if it is successful?



## 3: Target Markets

What subgroups of the homebuyer market will we seek to attract to our houses? Who do we want and whom can we get? Who are they, where are they, and what do *they* want?

## 4: The Product

What are we selling? What kind of house, neighborhood, financing will most appeal to our target market(s)? How does it compare to the competition? What are the strengths and weaknesses of the product as perceived by our target markets?

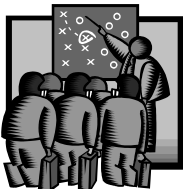


## 5: Marketing Messages

What should we be saying about our product to our target markets that would sell them? What ideas and words are meaningful to them?

## 6: Marketing Strategies and Tools

What are the strategies and tools that will best deliver our message to our target markets?



## 7: Training the Team

How can we strengthen our marketing efforts by making sure everyone (staff and volunteers) uses consistent messages?

## 8: Budget

What will it take to implement this plan?



## 9: Evaluation Measures

How can we measure progress along the way so we can eliminate strategies that aren't working and invest more in those that are working?

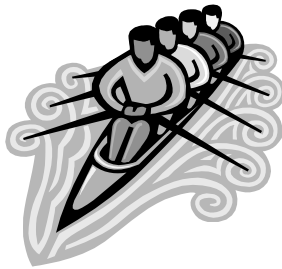
## How to Use This Workbook

Using this workbook is easy, and someone from Southwest Minnesota Housing Partnership will work with you to put your plan together.

Each section of the marketing plan includes an explanation, things to consider, and where appropriate, a menu of possible items (goals, target markets, messages, strategies, etc.) you can choose to incorporate into your plan.

All you have to do is read each section, follow instructions, choose from examples given, tailor examples to meet your community's particular needs, and add new ideas you have. A SWMHP marketing consultant will work with you and will produce a written document from your completed worksheets.

# 1: The Marketing Team



There are three key actors in marketing new homes developed by SWMHP and each has an important role:

## 1. The Project Owner

The Project Owner is the entity that secures financing and contracts with a developer and contractor to have homes built. In a SWMHP project, the Project Owner is typically a local Economic Development Authority (EDA), City government, or another local municipality. The Project Owner has the main responsibility for marketing homes, carrying out the day-to-day function of marketing. The Project Owner recruits and manages a marketing team, creates and implements a marketing plan with some specific assistance from SWMHP, and funds the marketing budget.

## 2. Southwest Minnesota Housing Partnership

SWMHP is the developer of the project, and will provide the Project Owner with guidance on marketing throughout the process. This usually includes:

- Assisting the Project Owner in facilitating the development of a marketing plan, using this workbook, with the Marketing Team over the course of one or two meetings,
- Producing the written marketing plan document,
- Assisting in the design of a few key marketing tools, as outlined later in this workbook,
- Handling all potential buyer inquiries, taking loan applications, and working with buyers all the way through purchase and final walk-through,
- Providing regular reports to the Project Owner on inquiries and buyer pipeline so that the Project Owner and Marketing Team can refine marketing plans in accordance with results.

## 3. The Marketing Team

The Marketing Team is a group of individuals recruited by the Project Owner to serve as an ad hoc committee to help create and implement the marketing plan. This is a working committee in which each member must be willing to take on tasks related to implementation. A job description for this team is presented in the appendix.

Unless you have strong staff capacity, this team should be set up as a working group, with all members willing to take on some of the work required to implement their marketing plan, such as researching addresses of non-homestead properties at the courthouse and labeling postcards.

In selecting your marketing team, you have an excellent opportunity to ensure that your marketing plan reflects the interests of potential homebuyers. (The single biggest mistake in marketing is designing strategies that appeal only to the seller when the seller does not represent the target markets. In other words, it's deadly to assume that what appeals to us will appeal to our target markets.) Look to include the following characteristics when recruiting a small group of people to guide the planning process:

- Women, (because of the extent to which they influence the home purchase decisions), especially with children (particularly if you know you want to sell homes to families with children)
- People who are thinking of buying a home
- People who are between 25-35 (prime home-buying age)
- Realtors (because they tend to know homebuyers – but you may not get one to work with you if you are unwilling to pay commissions for sales)
- Outgoing people who know a lot of other people (could be church pastors, city council reps, business leaders, volunteer organizers, school staff, little league coaches, human resource managers at major employers, etc.)
- People with a variety of jobs (representing the kinds of jobs you think your homebuyers might have)
- People who represent immigrant or minority groups in your community, if you have any
- People who are good at selling something else potential homebuyers buy (car dealer, perhaps, or anyone who is a natural marketer)
- Everyone on the team should be creative, able to put themselves in the shoes of potential homebuyers, able to put the opinions of target markets ahead of their own, and view potential buyers as people making rational choices as opposed to people for whom you are doing a favor.

Brainstorm who might make a great marketing team for your new homes:

Skill	Person

Now, narrow it down to the best 4-8, and recruit them to a temporary marketing team for this project. The rest of the marketing planning worksheets can be done with this team in a group meeting with a facilitator from SWMHP.

## 2: Marketing Goal(s)



Marketing goals make it very clear what we are going for and when we want to get it. They define success so that everyone is on the same page and all of our marketing thinking is in alignment. Marketing goals should be specific and measurable.

Examples include:

- Pre-sell X house(s) by June 15, 2003.
- Sell each of X new homes within 60 days of construction; all by September 2002.
- Secure purchase agreements on all homes prior to end of construction.

Your sales goal may need to be scheduled over time, with sub-goals to express the pipeline of inquiries required to reach the sales goal. In Marshall, for example:

208 phone inquiries were received,  
 117 of these terminated,  
 78 met with SWMHP, ( a ratio of 1 meeting for every 2.5 inquiries), resulting in  
 15 purchase agreements (a ratio of about 1 purchase agreement for every 14 inquiries)

Marshall has a very strong housing market, so adjust you numbers according to the strength of your market. Here's an example.

Marketing Goal:

Sell 6 new homes within 60 days of construction, in the following schedule (this schedule anticipates a stronger initial reaction to marketing strategies):

	April	June	August	October
Constructed	2	2	2	
Phone Inquiries (20:1)	60	40	20	
Meetings (6:1)	14	12	10	
Sales Contracts		2	2	2

# Worksheet: Marketing Goal

Draft a marketing goal for your home sales project. Fill in the blanks on the schedule grid.

Marketing Goal:

	_____ (Month)	_____ (Month)	_____ (Month)	_____ (Month)
Constructed				
Phone Inquiries (Ratio of Inquiries to Sales = _____)				
Meetings (Ratio of Meetings to Sales = _____)				
Sales Contracts				

### 3: Target Markets



One of the cornerstones of conventional wisdom in private-sector marketing is market segmentation – the division of the market for goods or services into segments of consumers with like characteristics in order to more precisely develop products, messages and strategies that meet their interests and needs. A simple example is McDonald’s Restaurant marketing to prospective employees. By choosing two likely market segments from the universe of employable humans – teenagers and senior citizens - they have been able to mount two campaigns that were more appealing, more personalized and more successful, with products, messages and marketing strategies tailored to each.

The same approach can be applied to selling houses: rather than define customers as whoever shows up, we need to define them as who we want to show up – that is, who are the target markets that will meet our goals and will most likely be attracted to our homes. Once identified, we can tailor products to customers’ wants and employ targeted marketing messages and strategies to draw them in.

Identifying target markets is as much an art as a science. We look both at who will represent a positive future for the community, who meets our affordable housing goals, and at those potential customers who are most likely to want our products - as opposed to trying to go after the most challenging markets possible. We can inform this thinking by focusing on the attributes of our product and who would appreciate those.

In the appendix are a series of potential target market profiles that include a description of the target market, potential messages, and potential marketing strategies. These particular target markets were identified through market analysis of the southwest Minnesota region, interviews with local Economic Development Authorities, and analysis of past SWMHP customers. Select those that are relevant to your community based on your knowledge of the housing market, but also feel free to add another if you think its appropriate.

You should establish the requirements that apply to any homebuyer up front, such as: household income of \$XX,XXX to \$XX,XXX; able to secure a mortgage, employed, living within a 15-mile radius of the building site, etc.

The target markets presented in the appendix are summarized here:

<b>Potential Target Markets</b>
<p><b>Renters</b>  Renters are a good source of buyers, of course. They are often concerned about issues like “throwing money away on rent”, and controlling their environment, and they can be reached directly by sorting out rental properties through tax records. Challenges to these potential buyers typically include lack of down payment, poor credit, and not believing it is possible for them to buy.</p>
<p><b>Young Families</b>  This is a very popular target market for communities trying to strengthen school enrollment. These are probably families who are currently renting, care about having a good environment for their kids (whether they have them yet or not), and about building a future for their family. They can be reached through work and through anything concerning their children (school, daycare, family-oriented events, etc.).</p> <p>Childless families can be reached through engagement announcements, and bridal shows and shops. Single-parent families could be reached through divorce attorneys.</p> <p>Challenges for this group may include lack of down payment and poor or excessive credit.</p>
<p><b>Singles</b>  Young unmarried men and women, probably between the ages of 20 and 30. May be renting or living at home with parents. Don't have a lot of assets, but have steady jobs and could qualify for down payment assistance. May be interested in establishing their own households. Probably do not understand the home-buying process.</p>
<p><b>Employees of Major Employers</b>  Many organizations around the country have had success in partnering with major employers to assist their employees in becoming homeowners. These programs have included on-site marketing and homebuyer education classes, a special loan or grant pool capitalized by the employer for down payment and closing cost assistance, and construction financing. The attraction for the employer includes a more stable workforce, and an inexpensive employee benefit. Surveying prospective employees before designing a program can help tailor it appropriately to each group's challenges and desires.</p>
<p><b>Elementary School Teachers, Parents and Staff</b>  This target market could be reached easily, and could also be offered homebuyer education at the school with childcare. Many groups around the country target school parents as a way to improve school performance, stabilize the school population, and reduce transience.</p>
<p><b>50+ Move-Ins and Down-Sizers</b>  These are singles and couples over the age of 50, who are looking to move in from farms at retirement, and/or want to downsize to a home that is all on one level and easier to maintain. Not everyone in this age group will be willing to leave their family home or use their assets for buying a new home, but some will. The size of this market will wax and wane with broader demographic and economic trends. The older this group gets, the more interested they are in services connected to housing, like yard and home maintenance. It is worth noting that many markets around the country are experiencing a mini-boom in condo sales to this market because of the services attached to ownership.</p>

**Immigrant Groups**

In some counties, Latino immigrants are the fastest growing demographic, making them a highly likely source of homebuyers. This market, on the whole, tends to have larger families, want culturally and linguistically sensitive marketing and customer service, and may need help with immigration issues.

A few other immigrant groups represent strong demographics that are underserved with regard to credit and home ownership. Look at the demographics for your county to determine which, if any immigrant groups make sense to target. Examples that are common in southwestern Minnesota include Hmong, Laotian and Somali. Any group of recent immigrants will need culturally and linguistically sensitive marketing and customer service. You must carefully research any group you decide to focus on to ensure that your product, financing and marketing are relevant.

**General Public**

A general public campaign is always a good thing to do because anyone can be a referral of a potential buyer (and in rural or small town communities, it is usually inexpensive to do a general public campaign). We can also focus specifically here on getting referrals from past buyers, and on HomeStretch participants. Finally, by rotating messages, we can speak directly to the “move-up” market: people who already own a home, but want to “move up” to something newer, larger and more energy efficient.

# Worksheet: Identifying Target Markets

Review the target markets outlined here. Are there any other target markets you think would be a good source of homebuyers in your community? Add them in. Now select the top 1-4 target markets you want to focus on, depending on your capacity to implement.

**Top Target Markets for this Campaign** (Check those you will focus on.)

✓	Target Market	✓	New Target Markets
	Renters		
	Young Families		
	Singles		
	Employees of Major Employers: (which employers?) 1. 2.		
	Elementary School Teachers, Parents and Staff.		
	50+ Move-Ins and Down-Sizers		
	Immigrant Groups: (which groups?) 1. 2.		
	General Public		

## 4: The Product



When marketers talk about the product, they focus on the bundle of benefits that product offers to the target market – because that is what the customer cares about. It is very easy to become wrapped up in the features of the product (the interest rate, the building materials, etc.), but what we have to sell is the benefits. Here is an example of the difference:

Feature: 6% interest rate  
Benefit: low monthly payment

Feature: forgivable second mortgage  
Benefit: monthly payment based on your income; the best deal in town, XX% more house for your money, low or no down payment

Feature: new house with high quality building materials  
Benefit: low maintenance, energy efficient, low utility bills

Feature: restrictive covenants  
Benefit: built-in protections for your investment in the neighborhood

Once we have identified our target markets, it is valuable to:

1. Translate your current product features to benefits,
2. Think carefully about the benefits each target market finds important,
3. Review the product (house, neighborhood, financing, etc.) to determine whether those benefits are incorporated into the product,
4. If possible, make changes or enhancements to the product where needed in order to incorporate the wants of each target market.

# Worksheet: Matching Product Benefits to Target Markets

First, take a look at your current product features. Translate them to benefits from a customer's point of view.

Next, think about each of your selected target markets. What do they want? What are the benefits your product offers? What needs to be changed or enhanced? Who will do it?

Translate your features to benefits in the following chart. Next, complete a benefits analysis chart (starting on the next page) for each of your selected target markets.

## Translating Features to Benefits

	Feature	Benefit
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

## Product Benefits Analysis for Target Markets

Target Market #1: \_\_\_\_\_

What They Want	Benefits We offer	Changes/ Enhancements Needed

Target Market #2: \_\_\_\_\_

What They Want	Benefits We offer	Changes/ Enhancements Needed

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Target Market #3: \_\_\_\_\_

What They Want	Benefits We offer	Changes/ Enhancements Needed

Target Market #4: \_\_\_\_\_

What They Want	Benefits We offer	Changes/ Enhancements Needed

## 5: Marketing Messages



Marketing messages are a list of concepts that should be communicated to target markets through any marketing strategy (ads, meetings, flyers, events, etc.) used. Good marketing messages are not nearly as much about *what we want to say* as they are about *what target markets want to hear*. This is a very important distinction that is critical to successful marketing.

Our marketing messages should match as closely as possible the benefits and language that our target markets value most, and may vary from one target market to the next.

In the appendix, each target market has a profile chart, with a description, key marketing messages, possible marketing strategies, tools, and sample ad copy. These profiles are followed by blank profile charts for any new target markets you have identified.

For this step, remove the appropriate target market profiles from the appendix and review the key messages identified for each one. Are these messages correct according to the thinking you just did in part 3? Do they cover the major benefits this target market values? Make adjustments to the messages as needed.

If you have identified any new target markets, remove a blank profile worksheet from the appendix and fill in the name of the target market, a description, and the key messages that should be conveyed in marketing to this market.

### **Who Says What**

It is important to talk about whom should be the official spokesperson on different issues related to your messages. In general, any questions from potential buyers, the media, etc. about financing, construction, and other technical details should be referred to SWMHP. The intricacies of these issues have not always been communicated accurately by laypeople in the past, which leads to confusing media coverage and disappointed buyers. Marketing team members should learn the more generic messages described in the target market profiles and use them when interacting with anyone about the project. Be sure that team members are armed with a supply of brochures or other relevant documents that can be referred to and handed out to ensure uniformity of communication.

## 6: Marketing Strategies and Tools



Marketing strategies are the means by which we will communicate our messages to our target markets, *where they are*. It is critical to think about the places they are most likely to be, select those that are most cost effective to reach, and place your message there.

Marketing tools are the devices we use in the strategy. For example, brochures, ads, signage, postcards, flyers, and open houses are all marketing tools.

There are three tasks for you to do at this step:

1. Review the Basic Tools list below and follow instructions for selecting those you will use in your project.
2. Review the marketing strategies and tools proposed for each of your target markets in the Target Market Profiles. Revise as appropriate. There are blanks left in each profile to add additional strategies.
3. If you are working on any new Target Market Profiles, complete the marketing strategies and marketing tools sections on those worksheets.

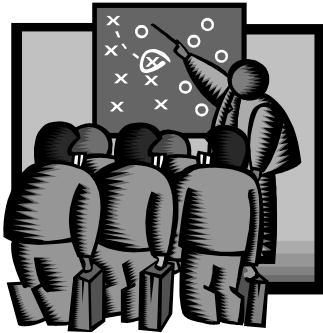
## Basic Marketing Tools

There is a set of basic marketing tools that are commonly used for all target markets in SWMHP projects, which you should consider at the outset. Check off which you plan to use and note who will take responsibility for producing it.

✓	Tool	Who Implements
	<p><b>Postcard Mailer:</b> This is used in a variety of ways to cultivate phone inquiries. The advantage of a postcard is that it is cheap to produce and mail, and it gets read (potentially) by everyone who touches it. It has a simple message, and is followed up with the development brochure. You can get very professional four-color postcards at a reasonable price from <a href="http://www.modernpostcard.com">www.modernpostcard.com</a>, and even design them yourself on-line, selecting graphics and layouts from a number of examples. Alternatively, design them with desktop publishing software like Microsoft Publisher, and print them on brightly colored cardstock.</p>	<p>SWMHP will provide template; Project Owner responsible for printing and distribution.</p>
	<p><b>Development Brochure:</b> A standard brochure that describes the project in more detail. SWMHP has a template. Gives the buyer a taste of the project and a brief overview of financing available.</p>	<p>SWMHP will provide template; Project Owner responsible for printing and distribution.</p>
	<p><b>Project Signage:</b> Placed in front of construction site to elicit interest and phone inquiries.</p>	
	<p><b>House Plans Packet:</b> Packet with plat map, site plan and house plans available for model homes. Makes the actual plans available to those interested in purchasing a model home to peak interest.</p>	<p>One month prior to construction, SWMHP will produce the packets and bill the Project Owner.</p>
	<p><b>Sample Finance Handout:</b> Handout that shows a financing example for a set income, lays out for customer how financing works and compares it to another conventional scenario.</p>	<p>SWMHP will provide template; Project Owner responsible for printing and distribution.</p>
	<p><b>Frequently Asked Questions Handout:</b> Answers questions most buyers have about the project.</p>	<p>SWMHP will provide template; Project Owner responsible for printing and distribution.</p>
	<p><b>“What Kind of Buyer Am I?” Handout:</b> In applicable circumstances, helps buyer decide among choices in a development such as buying a model home, buying a bare lot, etc.</p>	<p>SWMHP will provide template; Project Owner responsible for printing and distribution.</p>
	<p><b>Pre-Application for Buyers:</b> Allows interested customers to begin the process by submitting basic information for underwriting; gives them an important step in moving forward.</p>	<p>SWMHP will provide template; Project Owner responsible for printing and distribution.</p>

<p><b>Sales Commissions or Finder's Fees for Realtors:</b> Nationally, 80% of homebuyers start their search for a home by contacting a Realtor. While no one wants to pay a Realtor fee, there is no denying the access a good Realtor has to homebuyers, not to mention their skill and experience at selling a home. Realtors can also be a treacherous negative force if they aren't on your side. Many nonprofits throughout the country find it worth every penny to pay a full commission to list a property with a Realtor, even if it is an "affordable" property. Others negotiate a reduced commission or a flat finder's fee to pique their interest.</p>	
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## 6: Training the Team



Each person who communicates with customers about this project is a salesperson – the only question is whether they are a good one or a not-so-good one. Each should be equipped to deliver your messages and be trained to sell your products. Staff, the marketing team, and any other volunteers and board members should be welcome in your training. If you are using a Realtor, they should be part of the team also. Make sure the person who answers the telephone knows about products and procedures. Be sure your entire team has a clear sense of customer service, including an understanding of products, messages and target audiences.

One option is to plan a marketing session that involves staff, volunteers and board members to orient them to the logic and elements of your marketing plan. Engage in role-plays and other exercises to help people practice and internalize the new messages and strategies. This could make an important difference in the effectiveness of plan implementation. The idea is to encourage your whole team to become accustomed to thinking like marketing professionals.

**List your team members here.**

- |    |    |
|----|----|
| 1. | 5. |
| 2. | 6. |
| 3. | 7. |
| 4. | 8. |

**What will be the key elements of training this team?**

- 1.
- 2.
- 3.
- 4.

# 8: Budget



Following are typical line items in SWMHP project marketing plans. Review the line items, check those that apply to your marketing plan, and fill in the estimated cost of each. Then fill in your revenue sources – if there is a deficit, brainstorm how you will make it up.

✓	Line Item	Frequency & Timeframe	Amount
	<b>Expenses</b>		
	Postcards (design, production, printing).		
	Development brochure (design, production, printing).		
	Project signage.		
	House plans packet.		
	Various handout flyers (design and copying).		
	Direct mail postage.		
	Newspaper ads.		
	Radio ads.		
	Open House events (refreshments, follow-up cards, advance marketing).		
	Sales bonuses to past buyer/referrals.		
	Sales commissions/finder's fees to Realtors.		
	Pre-application for buyers (design and printing/copying).		
	Miscellaneous (5-10% of budget)		
	<b>Total Expenses</b>		
	<b>Revenue Sources</b>		
	<b>Total Revenue</b>		
	<b>Surplus (Deficit)</b>		

## 9: Evaluation Measures



Make sure you have the necessary systems set up now to evaluate the impact of marketing strategies so that you can adjust the marketing plan quickly. Regular evaluations keep marketing efforts on track and ensure that we invest in the strategies that are working, and divest ourselves of strategies that are not working.

Schedule monthly meetings of the marketing team and ask yourself the questions listed below. Use responses to make strategy, message, and product adjustments.

- What strategies are working?
- What could be done differently?
- Do our messages connect with target markets or do we need to adjust?
- Are we achieving our numeric goals?
- What are our recommendations for the future?

Implement these evaluation strategies in order to inform your evaluation discussions:

1. SWMHP will keep a log of all phone inquiries (people who want more information but are not yet ready to buy) that records where the caller heard about the project. SWMHP will record all of the responses, and will process this data monthly. This report will be forwarded to you, and should be used to refine marketing strategies.
2. SWMHP will also interview every new buyer during the final walk-through to record where buyers heard about the house, why they decided on it, what else they considered, whether they used any incentives, who (if anyone) their real estate agent was. This data will also be processed monthly, and forwarded to you to use in refining marketing strategies.

# Appendix

# Job Description: Marketing Team

## Purpose

The Marketing Team is an ad hoc committee set up to assist the local Project Owner in developing and implementing a marketing plan to sell homes in their developed in their community in partnership with Southwest Minnesota Housing Partnership (SWMHP).

## Composition

The Marketing Team should be comprised of 4-8 members, representing a wide variety of backgrounds and skills relevant to marketing and/or to understanding the potential target markets of buyers. Look to include the following characteristics when recruiting members:

- Women, (because of the extent to which they influence the home purchase decisions), especially with children (particularly if you know you want to sell homes to families with children)
- People who are thinking of buying a home
- People who are between 25-35 (prime home-buying age)
- Realtors (because they tend to know homebuyers – but you may not get one to work with you if you are unwilling to pay commissions for sales)
- Outgoing people who know a lot of other people (could be church pastors, city council reps, business leaders, volunteer organizers, school staff, little league coaches, human resource managers at major employers, etc.)
- People with a variety of jobs (representing the kinds of jobs you think your homebuyers might have)
- People who represent immigrant or minority groups in your community, if you have any
- People who are good at selling something else potential homebuyers buy (car dealer, perhaps, or anyone who is a natural marketer)
- Everyone on the team should be creative, able to put themselves in the shoes of potential homebuyers, able to put the opinions of target markets ahead of their own, and view potential buyers as people making rational choices as opposed to people for whom you are doing a favor.

## Responsibilities

1. Designate a chairperson.
2. Review and ratify this job description.
3. Learn about the housing development and the sales process for your project.
4. Participate in a marketing planning session(s) using the Selling Real Estate 101 marketing workbook.
5. Review and approve the resulting marketing plan.
6. Assign and carry out tasks related to implementation of the plan.
7. Be familiar with the marketing plan, particularly key messages. Refer all customer inquiries to SWMHP.
8. Meet regularly to review progress, and manage and monitor marketing. Review reports from SWMHP and refine marketing strategies as appropriate.

# Target Market Profiles



# Renters

<b>Description</b>	Renters are a good source of buyers, of course. They are often concerned about issues like “throwing money away on rent”, and controlling their environment, and they can be reached directly by sorting out rental properties through tax records. Challenges to these potential buyers typically include lack of down payment, poor credit, and not believing it is possible for them to buy.	
<b>Key Marketing Messages</b>	<ul style="list-style-type: none"> <li>▪ Don't “throw your money away” on rent.</li> <li>▪ You could own a new home in a new neighborhood at a price you won't believe.</li> <li>▪ Buy before interest rates rise.</li> <li>▪ Do what you want with your home instead of what your landlord wants.</li> <li>▪ Special financing and classes will make it easier and help ensure that you won't get turned down.</li> <li>▪ You don't have to move out to move up in _____.</li> </ul>	
<b>Marketing Strategies</b>	<b>Strategy</b>	<b>Who Implements</b>
	<ul style="list-style-type: none"> <li>▪ Cull a list of addresses of rental property from tax records.</li> </ul>	
	<ul style="list-style-type: none"> <li>▪ Produce a direct mail postcard and mail it to the list. Repeat in a different color quarterly.</li> </ul>	
	<ul style="list-style-type: none"> <li>▪ Tack postcards up on bulleting boards in laundromats and grocery stores. Repeat monthly.</li> </ul>	
	<ul style="list-style-type: none"> <li>▪ Place an ad in classifieds in apartment rental section.</li> </ul>	
	<ul style="list-style-type: none"> <li>▪ Follow up all inquiries with a mailed brochure on the development.</li> </ul>	
<b>Marketing Tools</b>	<ul style="list-style-type: none"> <li>▪ Postcard Mailer.</li> <li>▪ Newspaper Ads.</li> <li>▪ Development Brochure.</li> </ul>	

**Sample  
Postcard/ Ad  
Copy**

**Possible headlines (rotate in ads and postcards):**

- Before you sign another lease, call us about owning your OWN home!
- Does your home reflect your landlord's taste or yours?
- Stop paying rent and start building a future!
- Kiss your landlord good-bye!

Don't miss out on owning a new home in a new neighborhood at a price you won't believe. With special financing from \_\_\_\_\_, we are building new single-family homes that are within the reach of people earning a wide range of incomes. Call us today, before interest rates rise, to see what we have to offer and to find out how you can be the next new neighbor.

XXX-XXX-XXXX Ask for \_\_\_\_\_ at Southwest Minnesota Housing Partnership.

[add fair housing bug]

# Young Families

<b>Description</b>	<p>This is a very popular target market for communities trying to strengthen school enrollment. These are probably families who are currently renting, care about having a good environment for their kids (whether they have them yet or not), and about building a future for their family. They can be reached through work and through anything concerning their children (school, daycare, family-oriented events, etc.).</p> <p>Childless families can be reached through engagement announcements, and bridal shows and shops. Single-parent families could be reached through divorce attorneys.</p> <p>Challenges for this group may include lack of down payment and poor or excessive credit.</p>	
<b>Key Marketing Messages</b>	<ul style="list-style-type: none"> <li>▪ Stop paying rent and start building a future for your family.</li> <li>▪ You can own a <b>new</b> home in a <b>new</b> neighborhood at a price you won't believe.</li> <li>▪ Our new homes have 3-4 bedrooms, two baths, big yards and great space for families.</li> <li>▪ Buy now before interest rates rise.</li> <li>▪ Special financing and classes will make it easier and help ensure that you won't get turned down.</li> <li>▪ You don't have to move out to move up in _____.</li> </ul>	
<b>Marketing Strategies</b>	<b>Strategy</b>	<b>Who Implements</b>
	1. Produce postcard mailer.	
	2. Direct mail postcard to school parents list.	
	3. Direct mail postcard to renter mailing list.	
	4. Direct mail postcard to all engagement announcements.	
	5. Direct mail postcard to high school alumni list, graduating classes of 7-17 years prior to today.	
	6. Direct mail stack of postcards with cover letter to divorce lawyers, childcare facilities, bridal shops. (Cover letter requesting that postcards be passed on to interested clients.)	
	7. Place ad with photo or drawing of house in announcements section of newspaper.	
	8. Follow up all inquiries with development brochure.	

<b>Marketing Tools</b>	<ul style="list-style-type: none"> <li>▪ Mailing lists: school parents, renters, high school alumni now 25-35 years old, divorce attorneys, childcare facilities, bridal shops.</li> <li>▪ Postcard mailer.</li> <li>▪ Newspaper ad.</li> <li>▪ Development brochure.</li> </ul>
<b>Sample Postcard/ Ad Copy</b>	<p>Stop paying rent and start building a future for your family!</p> <p>Thanks to special financing from _____, you could own a new home in a new neighborhood for a price you won't believe – many buyers pay the same or less than rent! 3-4 bedrooms, 2 baths, big yard and great family space. Call us before you sign another lease!</p> <p>XXX-XXX-XXXX Ask for _____ at Southwest Minnesota Housing Partnership. [add fair housing bug]</p>

# Singles

<b>Description</b>	Young unmarried men and women, probably between the ages of 20 and 30. May be renting or living at home with parents. Don't have a lot of assets, but have steady jobs and could qualify for down payment assistance. May be interested in establishing their own households. Probably do not understand the home buying process.	
<b>Key Marketing Messages</b>	<ul style="list-style-type: none"> <li>▪ Are you ready to establish your own household in a home you own?</li> <li>▪ You can own a <b>new</b> home in a <b>new</b> neighborhood at a price you won't believe.</li> <li>▪ Owning a home can be an incredible investment for the future. Build wealth for yourself, instead of a landlord.</li> <li>▪ Our new homes have 3-4 bedrooms, two baths, big yards and great space for get-togethers.</li> <li>▪ Buy now before interest rates rise.</li> <li>▪ Special financing and classes will make it easier and help ensure that you won't get turned down.</li> <li>▪ You don't have to move out to move up in _____.</li> </ul>	
<b>Marketing Strategies</b>	<b>Strategy</b>	<b>Who Implements</b>
	1. Produce flyer with tear-off numbers and web addresses. Use photos of young men and women.	
	2. Create a list of places where 20-something men and women can be found in your community, such as community colleges, bars, gyms, restaurant bathrooms, carwashes, etc. Post flyers at these places.	
	3. Produce a direct mail postcard. Direct mail postcard to high school alumni list, graduating classes of 2-12 years prior to today.	
	4. Place ad in classifieds in apartments for rent, personals and/or auto sections.	
	5. Follow up all inquiries with development brochure.	

**Marketing Tools**

- Mailing lists: high school alumni now 20-30 years old.
- List of 20-something places.
- Flyers with tear-offs.
- Postcard mailer.
- Newspaper ad.
- Development brochure.

**Sample Flyer/  
Postcard/ Ad  
Copy**

Are you ready to get your own place and start building your future?  
You're not too young to own your own home!

Thanks to special financing from \_\_\_\_\_, you could own a new home in a new neighborhood for a price you won't believe – many buyers pay the same or less than rent! 3-4 bedrooms, 2 baths, big yard and great space for get-togethers. Call us before you sign a lease!

XXX-XXX-XXXX Ask for \_\_\_\_\_ at Southwest Minnesota Housing Partnership.  
[add fair housing bug]

# Employees of Major Employers

<p><b>Description</b></p>	<p>Many organizations around the country have had success in partnering with major employers to assist their employees in becoming homeowners. These programs have included on-site marketing and homebuyer education classes, a special loan or grant pool capitalized by the employer for down payment and closing cost assistance, and construction financing.</p> <p>The attraction for the employer includes a more stable workforce, and an inexpensive employee benefit. Surveying prospective employees before designing a program can help tailor it appropriately to each group's challenges and desires.</p>
<p><b>Key Marketing Messages</b></p>	<p><b>For Employers:</b></p> <p>Employer-assisted home-ownership programs are one of the fastest-growing employee retention strategies in the nation.</p> <p>They can provide a cost-effective employee benefit,</p> <p>A stabilized workforce,</p> <p>Improved employee morale,</p> <p>Increased employee loyalty,</p> <p>A more stable personal environment resulting in reduced stress for employees,</p> <p>Image enhancement and visibility for your company,</p> <p>More stable community.</p> <p><b>For Employees:</b></p> <ul style="list-style-type: none"> <li>▪ Stop paying rent and start building a future for your family.</li> <li>▪ You can own a <b>new</b> home in a <b>new</b> neighborhood at a price you won't believe.</li> <li>▪ Spend less time commuting and more time doing what you want to do.</li> <li>▪ Our new homes have 3-4 bedrooms, two baths, big yards and great space for families.</li> <li>▪ Buy now before interest rates rise.</li> <li>▪ Special financing and classes here at work will make it easier and help ensure that you won't get turned down.</li> <li>▪ You don't have to move out to move up in _____.</li> </ul>

<b>Marketing Strategies</b>	<b>Strategy</b>	<b>Who Implements</b>
	<p>1. Identify 1-2 key employers with whom to pitch an employer-assisted home ownership program. Work with SWMHP to arrange meeting, presentation, etc. Seek an employer match for down payment savings, investment in a special loan fund for second mortgages, and/or on-site homebuyer education classes. See the Neighborhood Reinvestment publication, Employer-Assisted Home Ownership: A Sourcebook for NeighborWorks® Organizations, for detailed examples and instructions.</p> <p>Once the details of the program are agreed on, propose a marketing plan as follows:</p>	
	<p>2. Announcement at a staff meeting where appropriate (advertise with flyers posted in break and bathrooms).</p>	
	<p>3. Sponsor a special coffee break with food and an announcement (advertise with flyers). Keep someone around during all breaks to handout brochures on employer-assisted program and to answer questions, sign people up for HomeStretch, etc.</p>	
<b>Marketing Tools</b>	<ul style="list-style-type: none"> <li>▪ PowerPoint presentation for employers (see PP show in NRC publication for additional pointers).</li> <li>▪ Flyers announcing meeting or coffee break presentations.</li> <li>▪ Brochure on each particular employer-assisted home ownership program.</li> </ul>	

**Sample  
Flyer Copy**

For Big Employer employees only!

Big Employer, the City of \_\_\_\_\_ and Southwest Minnesota Housing Partnership have joined forces to offer employees a special opportunity to buy a new home in a new neighborhood at a great price. With our Employee Home Ownership Program, you can access special financing and homebuyer education classes right here at work.

The homes in the new \_\_\_\_\_ Addition here in \_\_\_\_\_ have 3-4 bedrooms, 2 baths, big yards and great family space.

To find out more, come to a special coffee break with Southwest Minnesota Housing Partnership on \_\_\_\_\_ or contact the Personnel Department.

[add fair housing bug]

# School Teachers, Parents and Staff

<b>Description</b>	This target market could be reached easily, and could also be offered homebuyer education at the school with childcare. Many groups around the country target school parents as a way to improve school performance, stabilize the school population, and reduce transience.
<b>Key Marketing Messages</b>	<p><b>For Schools:</b></p> <p>Research shows that kids whose parents own their own home do better in school.</p> <p>Home ownership helps create a more stable student body, which helps teachers and students.</p> <p>Great home-ownership opportunities can help with recruiting and retaining teaching and other staff.</p> <p>Employer-sponsored home-ownership programs can stabilize your workforce, improve employee morale, increased employee loyalty, and create a more stable personal environment resulting in reduced stress for employees.</p> <p>Home ownership helps create stable communities.</p> <p><b>For Teachers, Parents and Staff:</b></p> <ul style="list-style-type: none"> <li>▪ Research has shown that kids in families that own their own homes do better in school.</li> <li>▪ New home ownership opportunities are available to parents, teachers and staff through a special Old President School Home Ownership Program.</li> <li>▪ Stop paying rent and start building a future for your family.</li> <li>▪ You can own a <b>new</b> home in a <b>new</b> neighborhood at a price you won't believe.</li> <li>▪ New homes have 3-4 bedrooms, two baths, big yards and great space for families.</li> <li>▪ Buy now before interest rates rise.</li> <li>▪ Special financing and classes here at school will make it easier and help ensure that you won't get turned down.</li> </ul>

<b>Marketing Strategies</b>	<b>Strategy</b>	<b>Who Implements</b>
	<p>1. Pitch a school-based home ownership program to the school district. Work with SWMHP to arrange meeting, presentation, etc. Seek a school match for down payment savings, investment in a special loan fund for second mortgages, and/or on-site homebuyer education classes. See the Neighborhood Reinvestment publication, Employer-Assisted Home Ownership: A Sourcebook for NeighborWorks® Organizations, for detailed examples and instructions.</p> <p>Once the details of the program are agreed on, propose a marketing plan as follows:</p>	
	<p>2. Announcements at staff meetings where appropriate (advertise with flyers posted in break and bathrooms).</p>	
	<p>3. Sponsor a special coffee break for teachers and staff with food and an announcement (advertise with flyers). Keep someone around during all breaks to handout brochures on employer-assisted program and to answer questions, sign people up for HomeStretch, etc.</p>	
	<p>4. Make an announcement at a PTA meeting, handout brochures, etc. (Market with advance flyers.)</p>	
	<p>5. Send home announcement and brochure with kids.</p>	
<b>Marketing Tools</b>	<ul style="list-style-type: none"> <li>▪ PowerPoint presentation for schools (see PP show in NRC publication for additional pointers).</li> <li>▪ Flyers announcing meeting or coffee break presentations.</li> <li>▪ Brochure on each particular school-based home ownership program.</li> </ul>	

**Sample  
Flyer Copy**

Announcing a special Old President School Home Ownership Program for Parents, Teachers and Staff!

Did you know that research has shown kids in families that own their own homes do better in school? You may be surprised to find that you could own a **new** home in a **new** neighborhood at a great price – sooner than you think!

Old President School, the City of \_\_\_\_\_ and Southwest Minnesota Housing Partnership have joined forces to offer parents, teachers and staff a special opportunity to buy a new home in a new neighborhood at a great price. With our Old President School Home Ownership Program, you can access special financing and homebuyer education classes right here at school.

The homes in the new \_\_\_\_\_ Addition here in \_\_\_\_\_ have 3-4 bedrooms, 2 baths, big yards and great family space.

To find out more, come to a special coffee break [PTA meeting for parents] with Southwest Minnesota Housing Partnership on \_\_\_\_\_ or contact the principal's office.

[add fair housing bug]

## 50+ Move-Ins and Down-Sizers

<b>Description</b>	<p>These are singles and couples over the age of 50, who are looking to move in from farms at retirement, and/or want to downsize to a home that is all on one level and easier to maintain. Not everyone in this age group will be willing to leave their family home or use their assets for buying a new home, but some will.</p> <p>The size of this market will wax and wane with broader demographic and economic trends. The older this group gets, the more interested they are in services connected to housing, like yard and home maintenance. It is worth noting that many markets around the country are experiencing a mini-boom in condo sales to this market because of the services attached to ownership.</p>	
<b>Key Marketing Messages</b>	<ul style="list-style-type: none"> <li>▪ Make your retirement years easier and safer.</li> <li>▪ You can own a <b>new</b> home in a <b>new</b> neighborhood at a price you won't believe.</li> <li>▪ Our new homes are easy to maintain, energy efficient, and all on one level. They have 2-3 bedrooms, two baths, garages, and great space for entertaining families.</li> <li>▪ Living in town will make your life safer, easier and more convenient.</li> <li>▪ Buy now before interest rates rise.</li> <li>▪ Special financing and classes will make it easier and help ensure that you won't get turned down.</li> </ul>	
<b>Marketing Strategies</b>	<b>Strategy</b>	<b>Who Implements</b>
	1. Get endorsements from AAOA, AARP, whoever else would inspire trust in this age group.	
	2. Produce postcard mailer with photos of older people.	
	3. Direct mail postcard to 50+ mailing list*.	
	4. Direct mail postcard to all retirement announcements.	
	5. Direct mail stack of postcards with cover letter to AAOA office, any retail stores that retirees and farmers particularly patronize. (Cover letter requesting that postcards be passed on to interested clients.)	
	6. Place ad with photo in obituaries/announcements section of newspaper.	
	7. Follow up all inquiries with development brochure.	

<b>Marketing Tools</b>	<ul style="list-style-type: none"> <li>▪ *50+ mailing list: AAOA list, AARP list.</li> <li>▪ Postcard mailer.</li> <li>▪ Newspaper ad.</li> <li>▪ Development brochure.</li> </ul>
<b>Sample Postcard/ Ad Copy</b>	<p>Would you like to take steps now to make your retirement years safer, easier and more convenient? Why not start with a new, low-maintenance home at a price you won't believe?</p> <p>Thanks to special financing from _____, you could own one of a few new homes being built in a new neighborhood with all of the conveniences you'll want for your retirement, at a very affordable price. Our homes are all on one level, have 2-3 bedrooms, 2 baths, garages, and great space for family get-togethers.</p> <p>Call us today before interest rates go up to reserve your new home. XXX-XXX-XXXX Ask for _____ at Southwest Minnesota Housing Partnership. Endorsed by the Area Agency on Aging and AARP!</p> <p>[add fair housing bug]</p>

# Immigrant Groups

First, a few facts about immigrants in America and southwestern Minnesota<sup>1</sup>:

- The Census Bureau estimates that immigration will account for 27.4% of all US population growth over the next decade.
- Immigrants see home ownership as key to becoming an American. They are three times as likely as all adults to rank buying a home as their number one priority.
- The longer immigrants live in the US, the more likely they are to own a home.
- Even in the Midwest, where immigrants are least likely to settle, one in eight net new households are foreign-born.
- The majority of counties in the southwestern Minnesota region that are growing had increasing Latino populations. They are: McCleod, Sibley, Kandiyohi, Nobles, Lyons, and Watonwan.
- Three other immigrant groups make up most of the remaining immigration in southwestern Minnesota: Laotian (329 Laotian speakers overall in the school system, 179 of them in Nobles County schools), Hmong (179 speakers in Lyon County schools), and Somali (211 overall, 98 in Lyon County schools).

With regard to banking and home ownership:

- Immigrants have a national home-ownership rate of only 47% compared to 68% of native-born Americans.
- Major barriers to home ownership for immigrants include lack of knowledge about the American homebuying system and financial management customs that are out of sync with American culture. For instance, immigrants often distrust financial institutions, do not open checking or savings accounts, and assume that, as was true in their home country, a very large down payment is required for any home purchase.

With regard to marketing:

- Language barriers often make mainstream marketing and homebuying processes useless in reaching immigrant homebuyers. To overcome this problem, immigrants may turn to “cultural brokers” – people in their community that they trust, to help them.

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<sup>1</sup> Sources: Harvard Joint Center for Housing Studies, Georgetown University, Fannie Mae Foundation, and *Southwest Minnesota Housing Partnership Market Analysis* by Eileen Flanagan.

- Many immigrants cannot demonstrate conventional credit histories or document all earnings. By custom, they prefer not to use credit cards. Conventional tools to measure creditworthiness may not work for these groups.
- When you decide to sell to an immigrant market, you cannot assume that your product and financing will work as is. Your first step has to be rethinking the product and financing with members of the target immigrant group, and being willing to make changes and refinements where necessary.

## **Recommendations**

Gearing up a marketing campaign to any immigrant group requires special effort. Costs of researching customs and background of specific immigrant groups, translated materials and homebuyer educators with appropriate language skills can be minimized by partnering with organizations that have already developed this capacity for the immigrant group you are working with.

The Homeownership Center, a statewide nonprofit located in the Cities and dedicated to promoting home ownership throughout the state, has developed significant capacity in reaching out to many immigrant markets, including Latino, Hmong, Laotian and Somali. SWMHP can access technical assistance from the Homeownership Center to help in designing appropriate homebuyer education and a campaign to reach the immigrant groups you want to target.

A sample immigrant marketing profile, for Latinos, is outlined below. A few things to consider when working with any immigrant group include:

- Begin by identifying and talking with people in your community who are part of the immigrant population in question and/or work with that group. Find out about the culture, customs and background of that group. Why did they come to this country, under what circumstances? Were they likely to have been homeowners in their home country? What was the financial and home ownership industry like there? Consider putting together an ad hoc working group of these community resources to help design your program and outreach effort.
- Be prepared to refine house styles, underwriting methods, homebuyer education, and other program components in order to reach each immigrant market effectively.
- Be prepared to hire, if only on a part-time contract basis, a person of that ethnicity who is bilingual and can represent you and your product in outreach efforts with the immigrant group. Simply speaking the language isn't usually enough. You must also have real depth of cultural understanding to gain trust with each group.

- If most people in the immigrant group work for the same employer, it may be most effective to reach them through an employer-assisted homeownership program.

# Sample Immigrant Marketing Profile: Latino Immigrants

<b>Description</b>	<p>In some counties, Latino immigrants are the fastest growing demographic, making them a highly likely source of homebuyers. This market, on the whole, tends to have larger families, want culturally and linguistically sensitive marketing and customer service, and may need help with immigration issues. In cases where much of the Latino population works for the same employer, consider whether an employer-assisted home-ownership program would work best.</p>	
<b>Key Marketing Messages</b>	<p>(In Spanish)</p> <ul style="list-style-type: none"> <li>▪ Stop paying rent and start building a future for your family.</li> <li>▪ You can own a <b>new</b> home in a <b>new</b> neighborhood at a price you won't believe.</li> <li>▪ Our new homes have 3-4 bedrooms, two baths, big yards and great space for families.</li> <li>▪ Buy now before interest rates rise.</li> <li>▪ Special financing and classes will make it easier and help ensure that you won't get turned down.</li> </ul>	
<b>Marketing Strategies</b>	<b>Strategy</b>	<b>Who Implements</b>
	<p>1. Organize an ad hoc committee of Latino staff, board and other key leaders connected to the city or SWMHP to focus on designing a Latino homebuyer campaign. Consider the following in designing the campaign:</p>	
	<p>2. Contract with a bilingual Latino professional who has experience in bridging Latino immigrants with communities to help refine messages and strategies and implement the campaign. Train this person on mortgage lending, your products, etc.</p>	
	<p>3. Think carefully about financing products and whether they can be tailored to this market. For instance, will conventional tools to measure creditworthiness work? What nontraditional methods could be used?</p>	
<p>4. Meet with key Latino families and churches to talk about them campaign and to get advice. Where appropriate, arrange announcements or other home-ownership "events" in churches and businesses that cater to Latinos</p>		

5. Make sure all answering services where Latino buyers might call for more information have Spanish as an option, and that someone who works there can answer questions in Spanish.	
6. Launch the campaign at Cinco de Mayo celebrations (if immigrants are from Mexico – other Spanish-speaking immigrants will have different days of celebration) in May with a booth promoting Spanish-language homebuyer education and homes for sale. Have appropriate giveaways and other things to make the booth attractive.	
7. Offer postcards with marketing messages for Latino target market in Spanish and English, along with development brochures. Feature photos of Latinos in both.	
8. Consider promoting a homebuyer education class in English and Spanish especially for Latino homebuyers during May, at the key church attended by Latinos or at a Latino outreach agency office if there is one. This course may need to be redesigned to include American financial literacy training. Seek technical assistance and Spanish language materials from the Homeownership Center in the Cities.	
9. Get stories in any publication that caters to Latinos about the Latino campaign with messages for Latino market in April and May.	
10. Make sure you are in compliance with Fair Housing Laws by reviewing you plan with a fair housing agency or fair housing officer at a bank.	

<b>Marketing Tools</b>	<ul style="list-style-type: none"> <li>▪ Postcard handouts in Spanish and English.</li> <li>▪ Newspaper ad where appropriate.</li> <li>▪ Development brochure in Spanish and English.</li> </ul>
<b>Sample Postcard/ Ad Copy</b>	<p>[in Spanish]  Stop paying rent and start building a future for your family!</p> <p>Thanks to special financing from _____, you could own a new home in a new neighborhood for a price you won't believe – many buyers pay the same or less than rent! 3-4 bedrooms, 2 baths, big yard and great family space. Call us before you sign another lease!</p> <p>XXX-XXX-XXXX Ask for _____ at Southwest Minnesota Housing Partnership.  [add fair housing bug]</p>

# General Public

<b>Description</b>	The value of a general public campaign is that anyone can be a referral of a potential buyer (and in rural or small town communities, it is usually inexpensive to do a general public campaign). We can also focus specifically here on getting referrals from past buyers, and on HomeStretch participants. Finally, by rotating messages, we can speak directly to the “move-up” market: people who already own a home, but want to “move up” to something newer, larger and more energy efficient.	
<b>Key Marketing Messages</b>	<ul style="list-style-type: none"> <li>▪ If you or anyone you know is thinking about buying a new home, now is the time to do it.</li> <li>▪ Stop paying rent and start building a future for your family.</li> <li>▪ You can own a <b>new</b> home in a <b>new</b> neighborhood at a price you won’t believe.</li> <li>▪ Our new homes have 3-4 bedrooms, two baths, big yards, garages and great space for families.</li> <li>▪ Buy now before interest rates rise.</li> <li>▪ Special financing and classes will make it easier and help ensure that you won’t get turned down.</li> <li>▪ You don’t have to move out to move up in _____.</li> </ul>	
<b>Marketing Strategies</b>	<b>Strategy</b>	<b>Who Implements</b>
	1. Run ads on morning drive time radio shows that serve your target geography. Consult with radio station on appropriate packages of ad time, and best timing relative to your schedule. Radio stations will usually produce the ad for you. Rotate ad copy shown below.	
	2. Run ads in newspapers that serve your target geography. Again, rotate ad copy below and consult with newspapers on packages of ad space. Add photo or drawing of house to print ads.	
3. Produce postcard mailers with ad copy below.		

<p>4. Hold an open house of the first house built. Start with an invitation-only event for everyone who was involved with the project, plus a list of “influential others”: people who run across a lot of people in their daily lives and whose opinion is influential. Follow with an open-to-the public event that is heavily marketed up-front with newspaper and radio stories. Staff these events well with knowledgeable people who will encourage answer questions, sell interested people in completing a follow-up card for a meeting with SWMHP. Handout postcards for people to keep and/or pass on to others they know. Tell them if they add a note and an address of someone they know to a card, you will stamp and mail it for them.</p>	
<p>5. When someone does buy a home, get a newspaper and radio story on their moving-in day. Be sure that SWMHP talks to reporter to get financing details right.</p>	
<p>6. Call all past buyers and ask them for names of others who might be interested in buying. Offer a sales bonus to them and their referral if one buys.</p>	
<p>7. Do presentations on houses after HomeStretch classes where appropriate. Make sure HomeStretch participants are on the invitation-only open house list.</p>	
<p>8. Put up signs in front of houses/construction sites with phone number.</p>	
<p>9. Follow up all inquiries with development brochure.</p>	

<b>Marketing Tools</b>	<ul style="list-style-type: none"> <li>▪ “Influential others” list.</li> <li>▪ Postcard mailer.</li> <li>▪ Newspaper ad.</li> <li>▪ Radio ad.</li> <li>▪ Follow-up cards for open houses.</li> <li>▪ Newspaper and radio stories on open house and first buyers.</li> <li>▪ Sales bonuses for past buyer referrals.</li> <li>▪ Project signs.</li> <li>▪ Development brochure.</li> </ul>
<b>Sample Ad Copy</b>	<p>1. First-Time Buyers</p> <p>If you or anyone you know is thinking about buying a new home, now is the time to do it.</p> <p>Thanks to special financing from _____, you could own a new home in a new neighborhood for a price you won't believe – many buyers pay the same or less than rent! 3-4 bedrooms, 2 baths, big yard and great family space. Call us before you sign another lease!</p> <p>XXX-XXX-XXXX Ask for _____ at Southwest Minnesota Housing Partnership.</p> <p>Stop paying rent and start building a future for your family!</p> <p>[add fair housing bug]</p> <p>2. Move-Ups</p> <p>Do you need a bigger house but not sure you can afford it? Wishing for all the comforts of a new home?</p> <p>Thanks to special financing from _____, you could own a new home in a new neighborhood for a price you won't believe! A new subdivision is being built right in _____. Our homes have 3-4 bedrooms, 2 baths, big yards, garages and great family space.</p> <p>Very low down payments, and monthly payments based designed to fit your needs! Call us before interest rates rise.</p> <p>XXX-XXX-XXXX Ask for _____ at Southwest Minnesota Housing Partnership.</p> <p>You don't have to move out to move up in _____.</p> <p>[add fair housing bug]</p>

# Blank Target Market Profile Worksheets

Target Market: \_\_\_\_\_

<b>Description</b>		
<b>Key Marketing Messages</b>		
<b>Marketing Strategies</b>	<b>Strategy</b>	<b>Who Implements</b>

<b>Marketing Tools</b>		
<b>Sample Ad Copy</b>		

Target Market: \_\_\_\_\_

<b>Description</b>		
<b>Key Marketing Messages</b>		
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<b>Marketing Tools</b>		
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Target Market: \_\_\_\_\_

<b>Description</b>		
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<b>Sample Ad Copy</b>		