

MARKETING & RELATOR RELATIONS - 4/3/14

GOVERNORS CLUB ROH FOCUS GROUP:

Purpose: To identify, clarify and make seamless the selling experience for the outside realtors. **Sequencing the process** will help us better understand how to respond and prepare for the ROH. The POA board will be asked to fast track specific requests which will contribute significantly to the success of our **tentatively planned for 5/13 ROH**. In order to provide continuity with other ongoing marketing efforts, this process as well as the information gathered by our committee, is being shared with Immortology.

1. Outside realtor process for meeting prospective buyers at the front gate. Where do they meet & park? How do they now access the community? What adjustments by the community need to be made?
2. Ask POA to modify Cap-Sure system to provide Alerts to POA building and club personnel that an outside realtor and or a prospective buyer has entered the community. Part of a concept to assist outside realtors.
3. POA to develop screening process and application procedure for outside realtors. Purpose, to offer a bar code pass with time restrictions based on sales activity or approved process by safety committee. Club has been notified of this concept and asked to participate with special charge accounts assigned to the agency or agent. **We would like to announce this as part of our ROH email blast.**
4. We have identified several cottages within GC to host prospective buyers. We want to encourage realtors to take advantage of this opportunity through the club's Discovery Package. We've asked Sara to define what and how the package works. Example: Availability, cost and program options for customization. Discuss POA, club and realtor involvement, process and \$\$\$ involvement. **Refine and mention in email blast.**
5. RR&M committee has tentatively reserved club space for the afternoon and evening of 5/13 "**Burger Night**". Doug, Lisa, Jay and the staff have been notified of the ROH. **Mention in email blast.**
6. Sequence the order and timing of events:

Entry process, explanation and installation of bar code pass present or future.

Meet where and at what time. **Club parking lot at 3:00 pm**

Rotation of events. **I believe an instructional bus tour of the community highlighting specific areas will take approx. 60 to 75 min.**

Homes on display? **As of today, Jennifer Stenner and Ginny Berg support a bus tour (depending on head count) over visiting 5 open houses. Bus tour will point out featured homes on the backside of map.**

Power Point Presentation. Doug has offered to do this provided we develop the presentation.

Re-assemble at the club with light snacks and drinks. 20 min. Includes quick walking tour of Club.

Doug, Power Point Presentation. approx. 20 min.

Q & A period **15 min.**

Meet and greet with selected residents and GC staff members as part of “Burger Night”. **Mention in email blast. Upstairs bring families together and greet 15 min.**

Invite families and or spouses of realtors for “Burger Night”. **Mention in email blast.**

Raffle prize at the end of the night. Must be in attendance in order to participate. Process and dollar amount? Mention in email blast. final details of gift has not yet been determined.

Total time required for events identified above = 2 hours and 25 minutes. Therefore, 5:30 pm Burger Night kick off seems to be accurate.