

POA/Club Marketing Initiative Team

Report to the Board June 2015

After a thorough analysis of the issues facing the team's purpose, involving:

- A deep dive into the Immortology Report
- A thorough look at historical marketing attempts
- Building an overall game plan for success, including vision, goals, strategies, metrics and communications plans
- Greater understanding of the marketing and sales distribution channels (website, media, local and area realtors, etc.)
- The connection of the three legs of the stool (Community, Club, Realtors)
- The importance of true market segmentation as well as the blending the key messages to each critical segment
- Reaching out to each area of the POA/Club governance structures (key committees, etc.) so as to gain an understanding of each committee's intent and priorities

The team has met multiple times over the past month, with a primary focus on providing the website project with key messaging as to specific targeted market segments, as this was requested so as to define market segment identity and messaging and to move along the website's progress. That has been accomplished and in the hands of the website project team. A brief recap:

Three specific market segments have been advanced after extensive research and information gathering. These three segments will, more than likely, amount to over 90% of potential future real estate sales.

In addition to defining market segments, the team has also defined "Lifestyle" and "Community" parameters.

Additionally, demographics, psychographics (lifestyle, personality, opinions, attitudes, interests) and values were analyzed and considered.

See package attached (noting the overall process is subject to change), which includes processes involving:

Background... Formulation... Distribution Channels...

Creation... Cost/Benefits... Communications

Two major steps are next...

- Defining the “product” necessary for success, meaning what makes us unique (differentiation), what can we capitalize on that we now have , what’s missing, what’s needed... and this is beyond simply brand messaging, brand identity, brand reinforcement. This is “dressing out” the product (the Governors Club community).
- Then how and by what means (marketing and sales) we will get our message across to those specific market segments.

During the month of June, the team will also be cataloging those community needs (amenities, etc.) which may become part of the final series of recommendations of the team. Each “amenity” will be prioritized by need and market attraction, as well as a ranking as to importance to the overall project. And each “amenity/need” will be cataloged by market segment, assuring the matching of the message to the potential buyer by their own personal needs and want (what attracts them).

Those amenity/needs will then be financially assessed as to costs/benefits and presented at a later date with a strategy of bundling or unbundling as to each market segment. Simply, how can we attract the buyer considering future needs/wants plus considering competition (the buyer has multiple choices of locations throughout the world).

We are on schedule, but the timeline is aggressive.

Respectfully submitted,

Joe Glasson

Marketing Initiative Team Member