

POA/Club Marketing Initiative Team

Report to the POA Board July 2015

As noted in the previous report, the team spent the past month focusing on the finalizing the messaging of each market segment plus the aspect of differentiation (what makes our community unique and attractive to prospective buyers).

The team has now cataloged possible amenities as to the overall community as well as matched those amenities with each market segment. Numerous people were interviewed as to “community amenities” and the team hosted a presentation by the POA Long Range Planning Committee Chair.

Costing, then ranking potential amenities as to their overall positive impact for the community’s benefit and long term attraction is next.

Realtor participation as to the website project is also on target and an overall architecture of that piece of the website is in process.

The Realtor Relations Committee will be seeing the website project and mock up (Tuesday evening, July 14) and a member of the Marketing team will be in attendance so as to gain information, input and feedback as to how realtors will/may participate. The importance of the final design cannot be understated.

The team’s next meeting is planned for July 23rd where it will hear from Joe Bastian, Finance Committee Chair, as to operational budget issues and planned initiatives.

We remain on schedule.

Respectfully submitted,

Joe Glasson

Marketing Team Member