



Discover Life Made Luxuriously at *Elizabeth Estates*

Marshall Homes Corporation Development Release – March 2016

EVENT PROPOSAL

MDST 3030*02: Individual Detailed Event Proposal
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BACKGROUND

5 March 2016 marks the anticipated opening day for Elizabeth Estates, an event celebrating the latest release of single detached homes and highlighting what this executive area has to offer. Local media will use this as an opportunity to examine the high demand for homes in the Durham area and discuss residential trends in regards to freehold tentative properties with common expense fees. The event will release 60 properties for sale and include all floor plans, elevations, premiums and pricing through distribution by Marshall Homes Sales Agents.

OBJECTIVES

- Establish Elizabeth Estates as an ideal and luxurious residential area
- Accumulate media attention for the opening event by inviting media influencers; 5+ local media outlets
- Spread message throughout population of Durham, including previous homebuyers and registrants through subscription e-blasts, local newspaper and social media marketing
- Increase following on Facebook, Instagram and Twitter by 90 per cent per social media platform in the month preceding the event through daily updates and weekly giveaways
- Establish customer relationships to build clientele and registrant database — Increase database by 1500+ registrants in month preceding the event
- Sales generation by contractual purchase agreements on opening day
- Generate buyer attention to sell out development within an 12 week period from opening
- Capture 80 per cent or more of target market

PROPOSAL

Using Marshall Homes' highly anticipated release as the basis of an event, invite local Durham and Toronto based media outlets to a sales event releasing Elizabeth Estates, a new private development of single detached homes on 50" and 60" foot properties starting in the low \$800s.

TIMINGS

- The event will be held on Saturday, March 5 from 9 a.m. to 5 p.m. This is the most ideal time to release a new development as it allows tentative closing dates to begin in the spring months of 2017 – a desirable time of year to sell or move in to a new home.
- Anticipate a waiting line of potential homebuyers a few days ahead of the opening, giving the media time to prepare coverage for the event.
- Floor plans are released online days in advance and pricing released minutes prior to opening – preparing homebuyers entering the sales centre and creating excitement.

LOCATION

- Marshall Homes Sales Centre: 1575 Kingston Rd. in Pickering, ON.
- Contact: (905) 683-0050 – sales@marshallhomes.ca
- Regular hours of operation: Monday to Thursday 1 p.m. to 8 p.m., Saturday 11 a.m. to 6 p.m. and Sunday 12 p.m. to 5 p.m.

Prime location is a current sales office that purchasers walk in or call with questions seven hours a day, six days a week. With the opening at this location, it will cause less confusion for returning purchasers with future appointments and décor meetings. It is also less than a five-minute drive from the Elizabeth Estates site.



TARGETS

- Current subscribers, registrants and previous Marshall Homes owners
- Male and females of all ethnicities, aged 25+
 - Young families looking to expand square footage
 - Mature families looking to downsize into a bungalow or bungalow loft

Local Media Outlet	Journalist/Reporter
News Advertiser (Ajax-Pickering)	Jenn Wakefield, Journalist
CBC News	Shannon Martin, News Reporter
CP24	Lindsey Deluce, News Anchor/Reporter
CTV News	Pat Foran, Consumer Reporter
City News	Adrian Ghobrial, Reporter
Metroland Media	Peter Reider, Architectural Design and Report
Breakfast Television	Jennifer Valentyne, Live Eye Host
Topix News	Online forum, names disclosed

*Potential Questions asked by Stakeholders

Q: What is required to purchase a home for the opening day?

A: Purchasers must come prepared with a \$10, 000 certified cheque or bank draft made out to Marshall Homes Corporation, a mortgage preapproval and a valid photo I.D.

Q: Can homebuyers purchase more than one home?

A: Each property must be purchased in a different name and individuals must be of 18 years or older. Properties cannot be purchased in a company name.

Q: If the homes are detached why are there common expense fees?

A: The 60 homes are freehold tentative properties, meaning they include a monthly maintenance fee. At Marshall Homes we strive for luxury living and that is why we will be building the development as a private road – meaning homeowners can take advantage of exclusivity and gate the community.

Q: How much is the common expense fee and it will increase/decrease over time?

A: Common expense fees for each property are budgeted at \$120 per month. Fees like such tend to increase over time depending on your property tax rating, but will not increase past a certain percentage underlined in the purchasers' condominium documents.

Q: What does the expense fee cover?

A: The common expense fees cover maintenance of common areas including landscaping, snow removal, street lighting and road maintenance. All utilities are separately metered like a regular freehold.

Q: Once you have purchased, what are homebuyers responsible for?

A: Your property is a freehold parcel of land within the community therefore homeowners are responsible for the maintenance and repair of interior and exterior costs (i.e. driveway, porch)

MARKETING AND ADVERTISING

- All marketing materials are consistent with a gold and cream colour scheme
- Interior marketing: appropriate décor, 2000 brochures/price lists and 1000 copies per information sheet (i.e. Schedule A, Frequently Asked Questions)
- Exterior marketing: architectural design of building, billboard on site location, outdoor signs put along Kingston Rd. from Pickering to Oshawa.
- Social media marketing: marshallhomes.ca, Facebook and Instagram page promoting release of upcoming development. Daily update posts and weekly giveaways to entice online registration/follows/likes.
- Videographer to create video of opening day – go-pro on roof to get exterior view, camera man capturing activity inside



Example marketing materials from previous developments

EQUIPMENT

- Two photo copy machines and printers
- Agreement of Purchase and Sale operating system
- Three computers with operating system and registrant database
- Two Go-Pro cameras for the roof
- One mobile camera inside sales centre
- Six touch-screen televisions with Marshall homes system (floor plans available by touchscreen)
- Outdoor tent for guests waiting in line to enter sales centre
- BBQ, food and beverages for guests waiting in line
- Keurig Coffee Dispenser, two boxes of 75 coffee pods

SUPPLIERS

- **Graphic Designer:** supplies brochures, price lists, information sheets, business cards for sales agents
- **Videographer:** supplies go-pro and video cameras
- **Photographer:** supplies SLR camera to capture set-up of the development release as well as the opening day
- **Staples:** 5000 sheets of legal paper, 5000 sheets of letter and ledger paper, 250 packages of pre-printed Agreements of Purchase and Sale, 250 packages of pre-printed Condominium documents, 300 pre-printed Purchaser Information sheets
- **Lawyer:** creates and reviews legality of agreements and condominium documents

OVERALL ESTIMATED COSTS

Item	Estimated Cost
Location	\$0
Marketing	\$40, 000
Décor	\$16, 000
Equipment	\$15, 400
Office Supplies	\$500
Security & Tent	\$800
Labour	\$3, 500
Legal Fees for A.O.P.S.	\$5, 000
Raffle Prize	\$3, 000
Food and Beverages	\$300

EVENT FLOW/RUNNING ORDER

7:00 a.m.

Staff arrives at sales office to organize and coordinate any last minute event details, setting up paperwork and an organized event flow – checking all operating systems, printers, photocopy machines and any other necessary equipment essential to opening.

8:00 a.m.

Number cards are handed out to potential homebuyers waiting in line to enter the sales office. Security guard is to keep track of number cards by individuals' names and photo I.D. to ensure zero confusion or the selling of cards. It is very common that individuals sell their spots in line we want to avoid this measure.

9:00 a.m.

Sales office doors open and event commences.

9:00 a.m. – 4:30 p.m.

Groups of 10 potential purchasers enter the sales office at a time. Guests are greeted by receptionist at the front desk and complete a Purchaser's Information Sheet before entering the show room. Brochures are handed out to guests outside waiting to enter the sales office.

- Once purchaser decides to buy, deals are given to sales administration representatives in the back office. All purchaser information/cheques are to be photocopied and Agreements of Purchase and Sale for their chosen property are to be written up and completed in a timely manner. Purchasers leave with a single photocopy of their agreement and a five-day conditional period on their deal.

11:00 a.m. - 12:30 p.m.

Chef barbeques outside of tent, offering food and beverages to potential homebuyers waiting outside to enter the sales office

4:30 p.m. – 5:00 p.m.

Purchasers are automatically entered in a raffle draw – the winner gets a brand new 50" 4K television. Winner will be contacted by phone the following day to redeem prize.

5:00 p.m.

Journalists and participants depart. Sales office doors close and event concludes.

NEXT STEPS

- Hold sales and staff meeting to determine and delegate responsibilities for the event and discuss costs
- Agree on date for the event
- Determine whether the event will be open to the public, ticketed sales or RSVP

- Create an aesthetic, colour scheme and theme that will remain consistent throughout décor of the venue, invitations, marketing and overall event
- Identify media outlets, registrants and potential home buyers
- Compile media list of local journalists and reporters, including contact information
- Compile registration list of potential homebuyers expressing interest in the development
- Create e-blast to generate excitement and anticipation, establishing registrants as priority invitees
- Draft and distribute media and registrant Save-the-Date email (suggest at least two months prior)
- Draft and distribute media and registrant Event Invitation and ask to RSVP (suggest at least six week prior)
- Create a follow-up system to ensure invited potential homebuyers and media guests have received the information (i.e. Mail Chimp)
- Ensure documentation and sales material is created, complied and meets deadline date
- Hire security and catering for event
- Prepare Press Pack/Sales Package for media and guest takeaway:
 - Elizabeth Estates brochure with floor plans and renderings of finished development
 - Pricing and premium lists
 - Schedule A (features and finishes)
 - Frequently asked questions sheet
- Post-event:
 - Follow up with purchasers to receive payment structure post-dated cheques and answer any questions
 - Track and record firm deals and drop-outs within conditional period
 - Monitor for media coverage by each of the attending media outlets
 - Contact media outlets and thank them for attending
 - Monitor social media