



Subdivision Marketing Plan

- “ Establish subdivision logo signature and slogan used on all marketing.
- “ Place custom billboard signs at subdivision entry and area with most traffic visibility.
- “ Create a custom color brochure for distribution throughout community.
- “ Set up brochure display at property entrance and throughout subdivision.
- “ Place custom Logo Lot-Block signs on each lot.
- “ Establish a custom direct domain name “www.SubdivisionName.com” for internet marketing & tag for all advertising.
- “ Link Domain to Company Website Home Page.
- “ Create quality subdivision Website with sub-pages as follows:
 - Main Introduction Homepage
 - Property Plat Page
 - Protective Covenants Display Page
 - Ongoing and updated Lot sale status Page
 - Pictures Page
 - Prospect Inquiry reply form.
- “ Establish a “special builder” program featuring custom flyers, open house campaign, internet marketing plan for new residences, and special brokerage fee to attract spec home builders.
- “ Propose and refine a special introductory price and lot sale campaign.
- “ Run reoccurring weekly newspaper advertising promoting the development.
- “ Create Post Card mailing solicitation with target mailing of postcards each month during preliminary introduction marketing campaign.
- “ Place special lobby displays and brochures for the subdivision in all 3 company offices.
- “ Establish a Promotional Plan with area lenders for support of the development.
- “ Property data entry into Tulsa Area MLS system, National Realtor Site, CENTURY 21.
- “ Establish PropertyInfoExpress information system for the subdivision.

ITEMS-DOCUMENTS NEEDED FOR FUTURE MARKETING PLAN

1. Clear copy of original plat in digital format or copy for scanning to digital file.
2. Copy of Protective Covenants in digital text file format.
3. Copy of any existing or preliminary subdivision logos and slogans.
4. Copy of topography map.
5. Sketches or plans for any improvements planned for the property including entrance, park improvements, and any other features that can be used for website and brochure.
6. Current development phase plan.