

# To Pivot or Not To Pivot?

## 10 Key Marketing Changes You Must Make in 2022



IBS Education

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# Tori Streff

## Hillwood Communities

Georgetown, Texas

- Marketing Manager since December 2019 for Wolf Ranch – Master Plan 755 Acres 1600 Homes & 900 Multi-Family Units
- Texas Licensed Realtor®
- 2x Million Dollar Circle Award Platinum Greater San Antonio Builders Association
- Hillwood Communities is a multi-award winning developer known for creating true master-planned neighborhoods where community and innovation are brought to the forefront. In the last 30 years, Hillwood Communities has delivered over 28,000 single family lots in 90 master planned communities across 13 states and two counties.



## Robert Cowes BBA, MBA

### SmartTouch Interactive

Austin, Texas

- Real Estate Marketing book author from Panama Residing in Austin, Texas
- 6 Year Speaking at IBS
- Co-Founder President & CEO of only Full Service Agency dedicated to New Home Sales with CRM Technology
- MBA, BBA, 20 Years Focused on New Home Marketing
- 2 Million buyer leads leading to 2 Billion Real Estate sales in 11 years
- Top 20 Advertising Firm, Top 100 Technology and Minority Owned Business in Austin 2014-21
- 60+ HBA Related Creative Awards

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# What You'll Learn

- Learn tips and tactics you can use across multiple marketing channels.
- Determine how to actively adjust in real-time to focus tactics based on trending buyer behavior.
- Understand how to adapt these tips and tactics into a strategy and remain competitive in 2022.
- Analyze which marketing channels are trending in 2022 and how to stay ahead of important changes.





Agenda – a Chat

# To Pivot or Not to Pivot

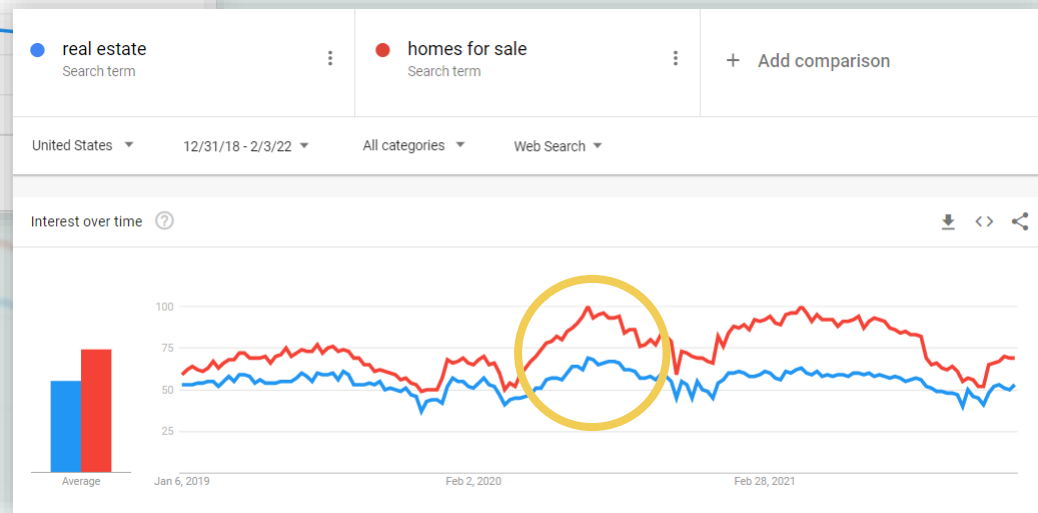
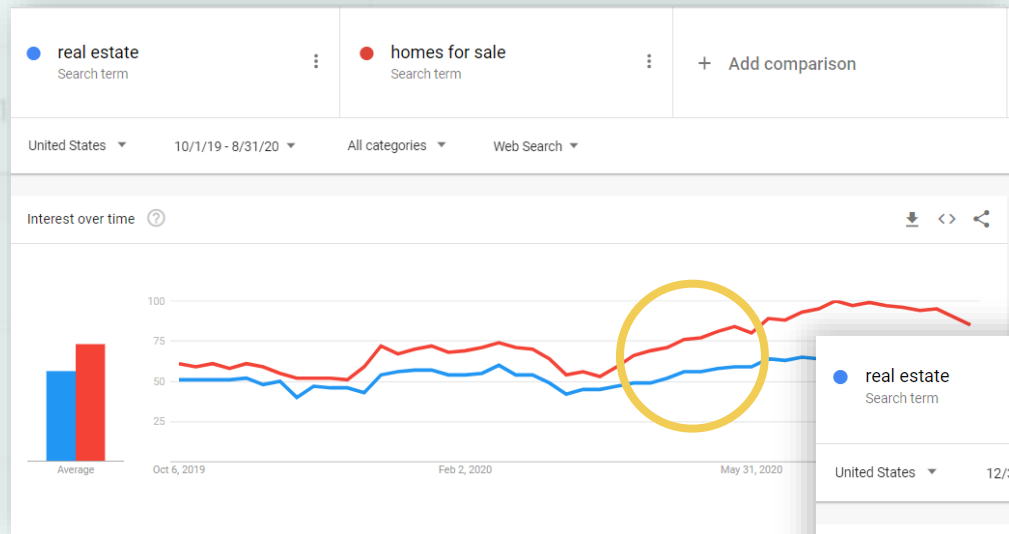
A photograph of three men in business attire (white shirts and ties) standing outdoors. The man in the center, Fred Balda, is looking down at a document he is holding. The man on the left is looking at the document, and the man on the right is partially visible, also looking at the document. The background is a blurred outdoor setting with trees and a path. The image is overlaid with a semi-transparent blue and yellow geometric design.

# Hillwood Communities President, Fred Balda, calls for pivot in marketing strategy for pandemic

EXPERTISE & LEADERSHIP

A Steadfast Developer in a Dynamic Industry

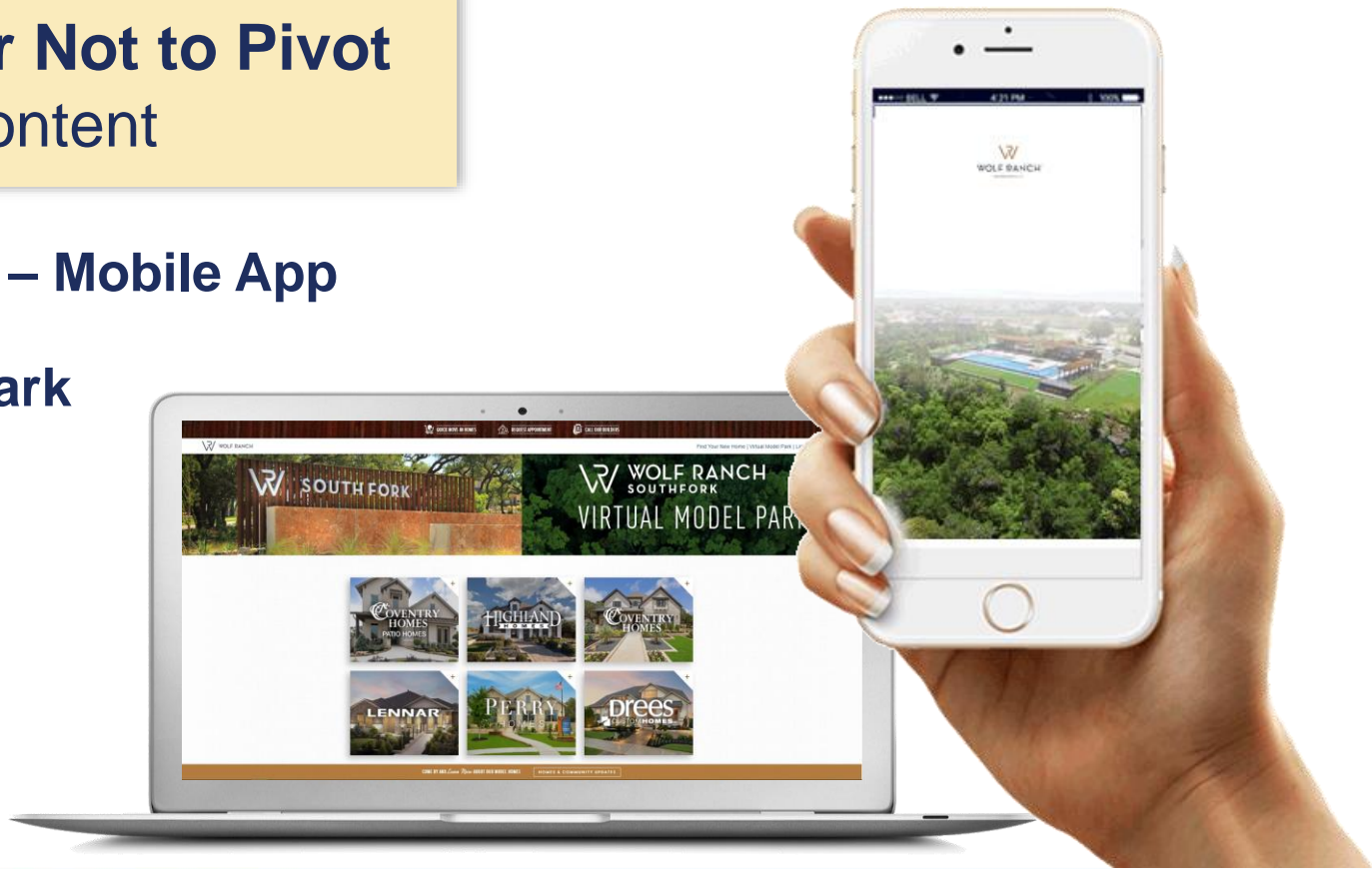




# 1

## To Pivot or Not to Pivot Website Content

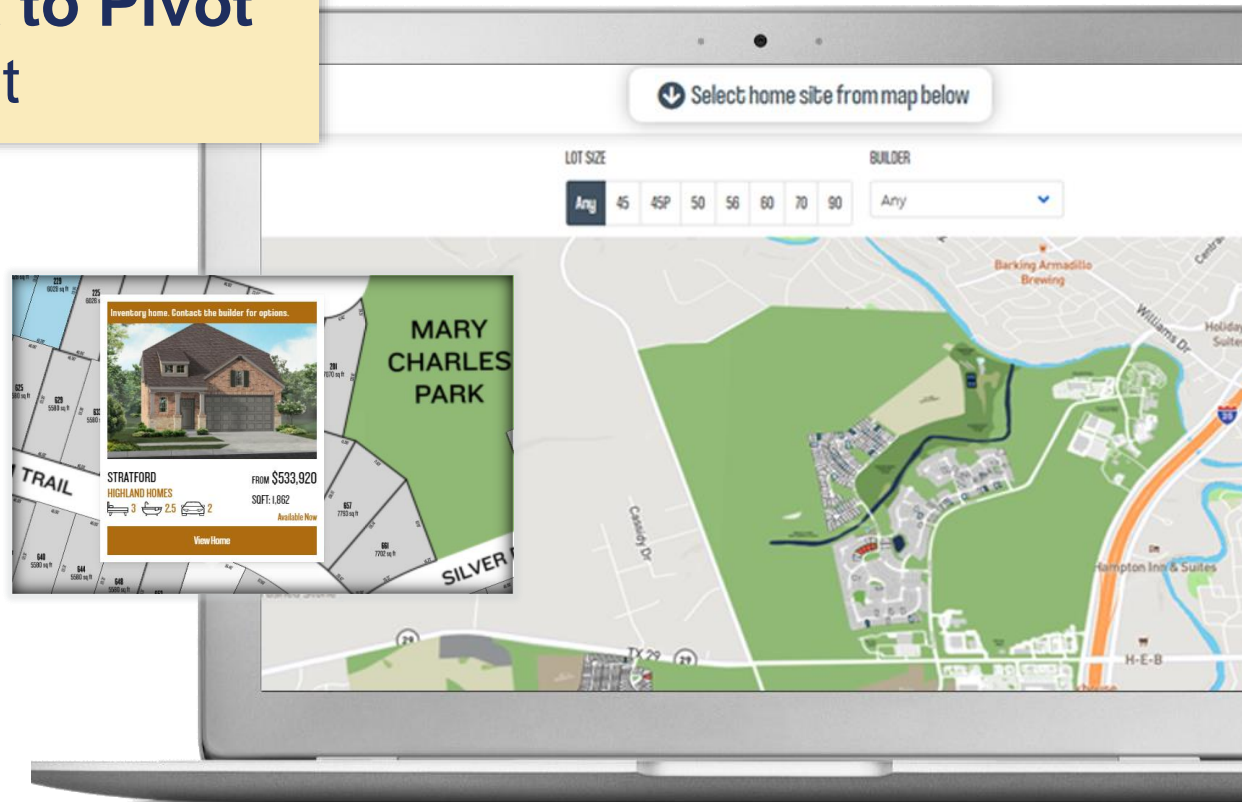
- ✓ All Access Hub – Mobile App
- ✓ Virtual Model Park



# 1

## To Pivot or Not to Pivot Website Content

- ✓ Ramp up Digital Assets for Consumer/Realtor Access
- ✓ Upgrade/Launch New Technologies



# 2

## To Pivot or Not to Pivot Search Marketing & SEO Spend

AdWords



Google  
My Business



SEO





Meyer ranch homes



[All](#) [Images](#) [Shopping](#) [News](#) [Maps](#) [More](#)

Tools

About 11,100,000 results (1.16 seconds)

Ad · www.meyerranchtx.com/ · (830) 308-7310

### Meyer Ranch New Homes - New Homes From The \$300's

With Nature To Explore & Award-Winning Schools, Meyer Ranch Is Perfect For Your New Home. The Amenities At Meyer Ranch Are Designed To Help You Savor The Simple Pleasures of Life. 700-Acre Community. Abundant Amenities. 90 Minutes From Austin. Comal ISD Schools. From...

#### View Our Builders

Hand-Picked Exceptional Builders  
All Committed To Highest Quality

#### Check Out Our Amenities

Discover Limitless Opportunities  
Parks, Playgrounds & So Much More

#### Photo Gallery

Discover Our Meyer Ranch Community  
Explore The Natural Beauty

#### Contact Us Today

A Simple Call Or Email  
We'd Love To Hear From You

Ad · www.tripointehomes.com/ ·

Tri Pointe Homes Presents | River Collection - Meyer Ranch | Home Now More Than

Thoughtfully designed modern homes offering open concept single & two story layouts. Located



55 and over communities Pennsylvania

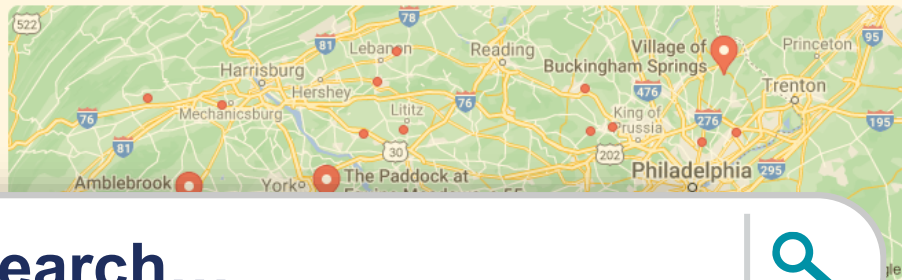


[All](#) [Maps](#) [Shopping](#) [Images](#) [News](#) [More](#)

Tools

About 42,000,000 results (0.57 seconds)

## Retirement Communities



# Everything starts with a search...

is new braunfels a good place to retire



[All](#) [Images](#) [Maps](#) [News](#) [Shopping](#) [More](#)

Tools

About 13,800,000 results (0.83 seconds)

**New Braunfels** is a popular choice for retirees for many of the same reasons it attracts a steady stream of tourists: rich German heritage, festivals, beautiful scenery, plenty of things to do, and easy access to excellent medical care.

<https://meyerranchtx.com> · [is-new-braunfels-a-good-plac...](#) ·

[Is New Braunfels a Good Place to Retire? | Meyer Ranch](#)

### Village of Buckingham Springs

4.3 ★★★★★ (50) · Retirement community

New Hope, PA · (215) 598-7600

Open · Closes 5PM

👤 "A 55+ community offering every activity you ..."



Website



Directions

### Amblerbrook Gettysburg - 55+ Active Adult Community

4.8 ★★★★★ (12) · Real estate developer

Gettysburg, PA · (855) 945-1343

Open · Closes 5PM

Online appointments



Website



Directions

The Paddock at Equine Meadows. a 55+ Community



# 3

## Realtor Marketing Improving Relationships... in the Mean Time

- ✓ Focus on the Relationships – Long term
- ✓ Realtors – Onsite Events, E-Marketing Communication, Reward Programs

	Sent	Delivered	Opens
Wolf Ranch - Realtor Talks 4 - Send 1 Sent On 11-04-2021 09:11 AM	10875	99%   10796	21%   2229
Builder and Southfork Highlight Realtor Reenga Sent On 11-23-2021 08:06 AM	1070	100%   1069	29%   315

**WOLF RANCH**  
YOU'RE INVITED TO REALTOR  
**TALKS AT THE RANCH**  
EXCLUSIVE NEW PHASE OPENING INFORMATION!

Join us for Realtor Talks at the Ranch – a four-part series of Real Estate focused conversations to equip you with the information and confidence you need to navigate your buyers through today's market.

**REALTOR TALKS #4 SPEAKERS**

**Tori Streff**  
HILLWOOD COMMUNITIES  
A TREC COMPANY

**Jeff Skelton**  
TREC Licensed Home Inspector

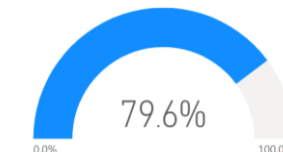
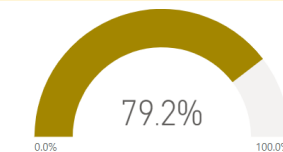
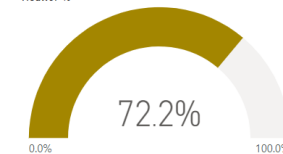
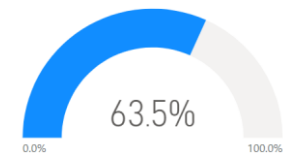
**WOLF RANCH INSIDER & NEW HOME INSPECTIONS 101**  
"GET INSIDER INFO ON THE NEW PHASES NOW OPENING IN WOLF RANCH & LEARN ABOUT THE TREC INSPECTION FORM CHANGES & NEW CONSTRUCTION INSPECTIONS."

**WEDNESDAY, NOV 17TH**  
10:00 AM - 11:30 AM

**ONLY 40 SEATS AVAILABLE!**  
**RSVP NOW**  
DON'T MISS THIS EXCLUSIVE REALTOR EVENT!

**EVENT LOCATION & DIRECTIONS:**  
**WOLF RANCH - THE DEN AMENITY CENTER**  
129 CANYON VIEW RD, GEORGETOWN, TX 78628

**GET DIRECTIONS**





4

## Pivot or Not to Pivot Email is Dead



Highest open rates since  
2012 recovery

PRE  
PANDEMIC

12-20%  
Average Open Rates  
10%  
Viewed Response

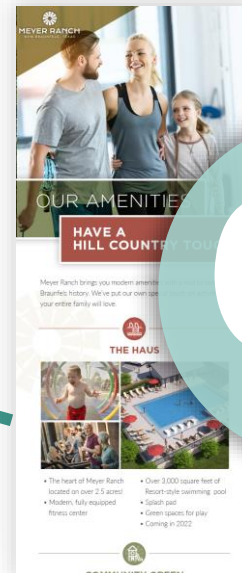


NOW

25-45%  
Average Open Rates  
30%  
Viewed Response



# 6 Months



## Pivot, decrease timing on delivery of drip email series

# 60 Days



# 5

## Marketing Budget



- ✓ Stay in Market – Stay Relevant!
- ✓ Focus on Offerings that set you Apart – even if you have nothing to sell now
- ✓ Reduce media spends and “bank them”
- ✓ Don’t go all dark unless you are closing out a project completely
- ✓ Implement “Boosts” with previously banked marketing dollars

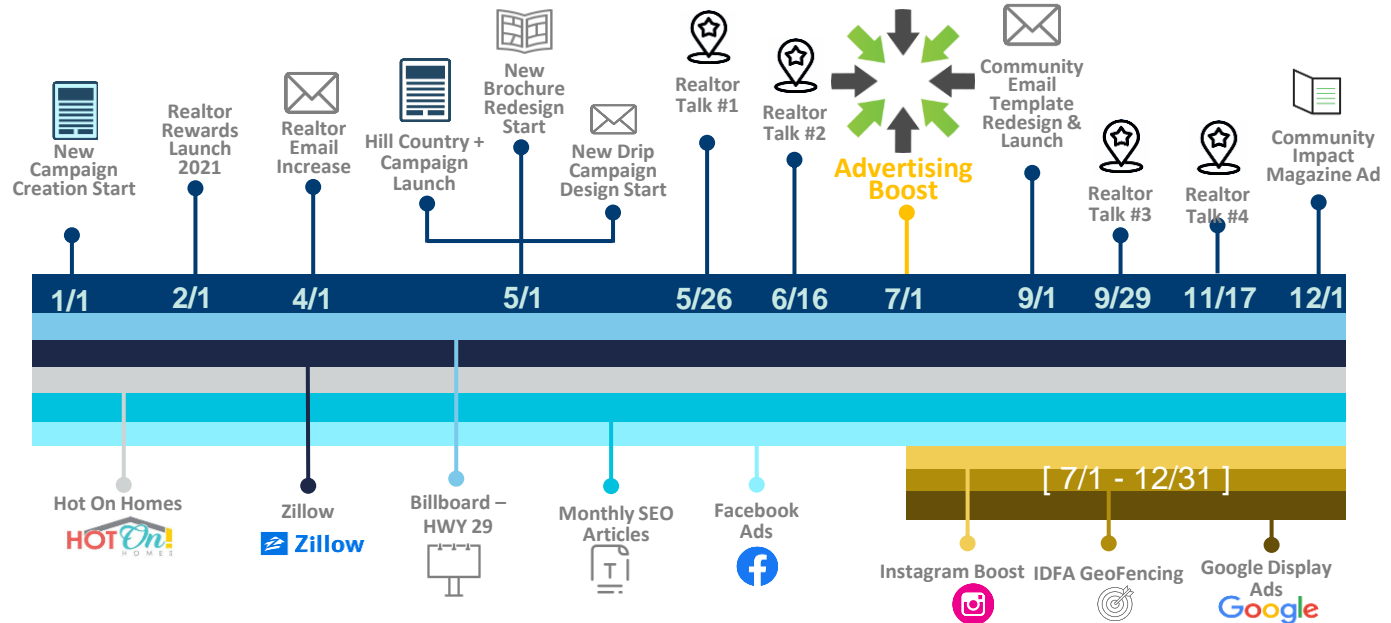




# What Did Wolf Ranch Do With Marketing Budget Pivots?

## 2021 Timeline

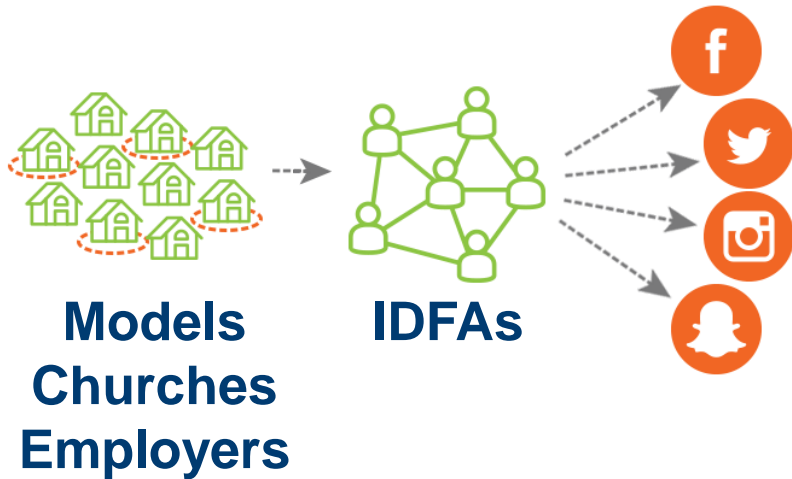
1. Media Mix
2. SEO Heavy Focus
3. Eblast Focus
4. \*Realtor Talks  
– Onsite



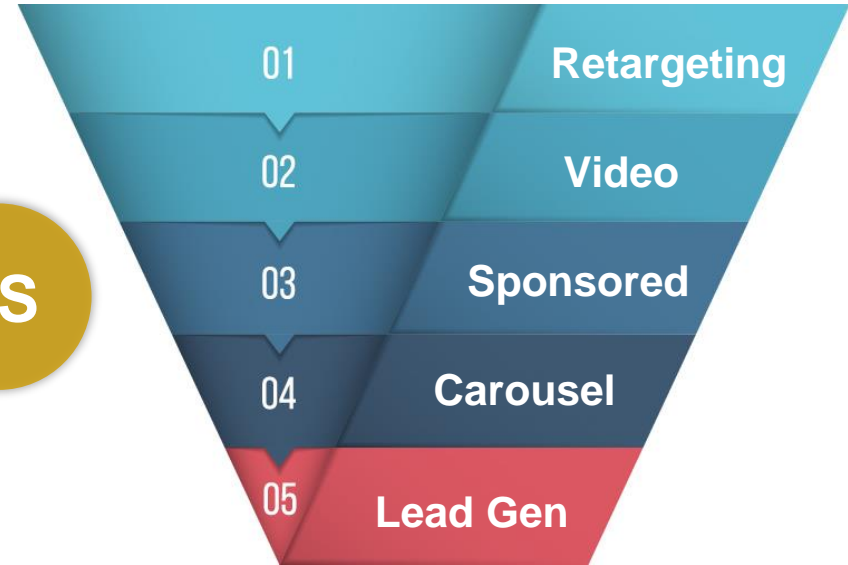
# 6

## To Pivot or Not to Pivot

Social Audience: Use IDFA Audience or My Funnel Audience?



VS



# 7

## To Pivot or Not to Pivot Setting the “Why Wait” Expectation

- ✓ Invest in Creating Product Marketing that pivots your offering into a sought after Commodity
- ✓ Market to create Value – buyer value for living, home value, community value, and long term investment value
- ✓ Homebuyer desires & craves to purchase in your community/your home brand
- ✓ “Wolf Ranch is worth the wait”



# 8

## To Pivot or Not to Pivot CRM Importance







8

## To Pivot or Not to Pivot CRM Importance

**Limited inventory  
leaves more people  
in market**





8

## To Pivot or Not to Pivot CRM Importance

**Some people have  
decided to wait**



8

## To Pivot or Not to Pivot CRM Importance

**Market will get tougher  
with higher interest rates**





**Leveraging list  
to pre-sell  
new communities**

**8**

**To Pivot or Not to Pivot  
CRM Importance**

# 9

## To Pivot or Not to Pivot Registering Buyers & Realtors



- ✓ Reduced Number of Specific CTAs on website, microsite, email, etc.
- ✓ Example – Removed/Hid Schedule Tour Form Feature
- ✓ Focus on general registrations and hook for future offerings/sales – maximize contacts for CRM/lists
- ✓ Add multiple registration options – such as QR Codes



10

**To Pivot or Not to Pivot**  
Should I Invest in  
Ad Campaigns with  
Everything Selling So  
Fast?



# LIVE BIGGER AND BRIGHTER

AT MEYER RANCH



EXPERIENCE THE BOUNTY  
OF HILL COUNTRY

**20%**  
improved  
engagement in  
click throughs.

**DAILY SOCIALS + HILL COUNTRY**

**YOU'LL FIND IT HERE**

**WOLF RANCH**  
GEORGETOWN, TX

**STEP UP TO THE HILL COUNTRY**  
Only Wolf Ranch lets you step into a world where the stunning Hill Country meets the comforts of Downtown Georgetown

1000 LEGACY CROSSING | GEORGETOWN, TEXAS 78628 | [WOLFRANCHBYHILLWOOD.COM](http://WOLFRANCHBYHILLWOOD.COM)

**LIVE + PLAY**

**IT'S ALL WITHIN REACH**

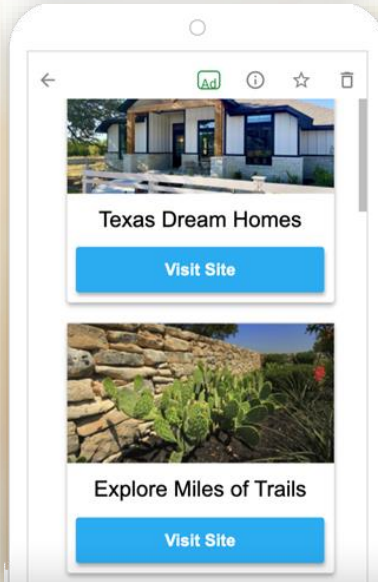
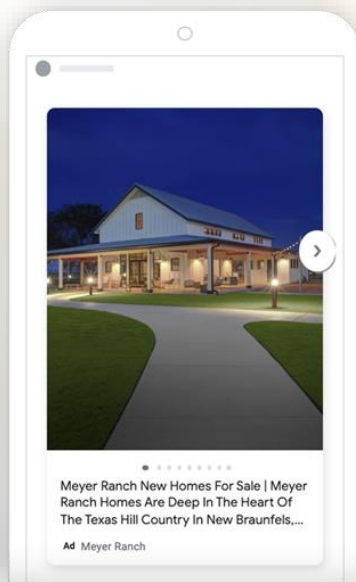
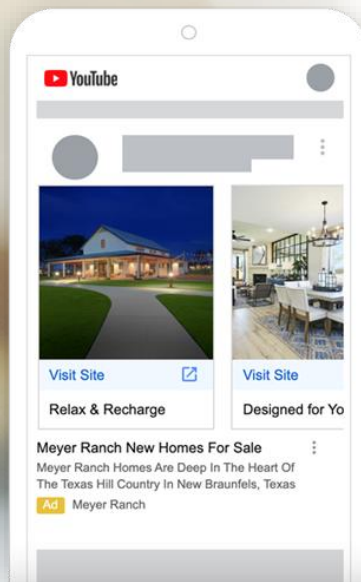
**VERAMENDI**  
TRUE TEXAS HILL COUNTRY LIVING

Live, work, learn, and play. It's all within reach at Veramendi. Want a great pool? We have it. Want miles and miles of trails and parks? We got those too. Want neighbors that are like family? We have them too. We've designed a community with everything you want within reach from your dream home. Come to Veramendi and live your best life - wherever that looks like for you.

**Live. Work. Learn. Play.**

**BONUS**

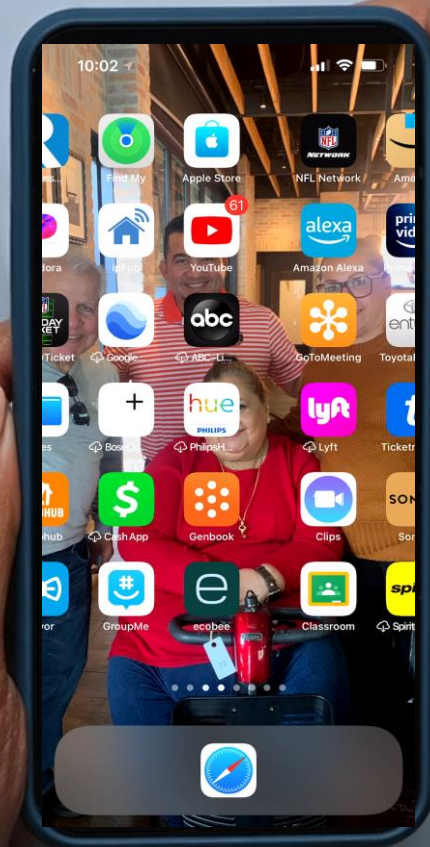
## To Pivot or Not to Pivot Should I Try Google Discovery Ads?



**BONUS**

## To Pivot or Not to Pivot

### Addicting Feed of Your Favorites





## How it Works

- 15% CTR and 4 Sales for pilot 8 clients in January 2022.
- Website and search retargeting
- Key word and in market
- \$300 minimum
- Ave. CPC 1.50
- Change ads once a month



# Questions & Answers

Content



# All Lines In

Find More Buyers, Sell More Homes

The Marketing Strategy Playbook  
for Residential New Home Builders  
and Developers

Robert Cowes III

Available at the  
IBS Bookstore



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## **Robert Cowes III**

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[www.smarttouchinteractive.com](http://www.smarttouchinteractive.com)

Austin, Texas



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## **Tori Streff**

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<https://www.wolfranchbyhillwood.com>

Georgetown, Texas



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