

# Bottling Buyer Anticipation: Setting Expectations in a High Demand Era



IBS Education

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# Tori Streff

## Hillwood Communities

Georgetown, Texas

- Marketing Manager since December 2019 for Wolf Ranch – 755 Acre Master Plan with 2700 Homes & 900 Multifamily 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.



## Ivelys (Evie) Tavaréz M.Ed.

### **Blackburn Homes**

Austin, Texas

- Vice President of Sales & Marketing for Blackburn Homes – An award winning builder and developer in Austin, TX and Oxford, MS.
- Oversees marketing initiatives for companies within The Blackburn Group
- M. Ed with a concentration in leadership of educational organizations brings a holistic perspective to the employee and customer journey
- Member of The John Maxwell Team with a focus on speaking, coaching, and leadership



## 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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# Agenda

- BUILDER/DEVELOPER INITIAL RESPONSE
- MARKETING & ADVERTISING
- REALTOR PROGRAMS
- COMMUNICATIONS





**How it all  
got started**



# Initial Response to Pandemic

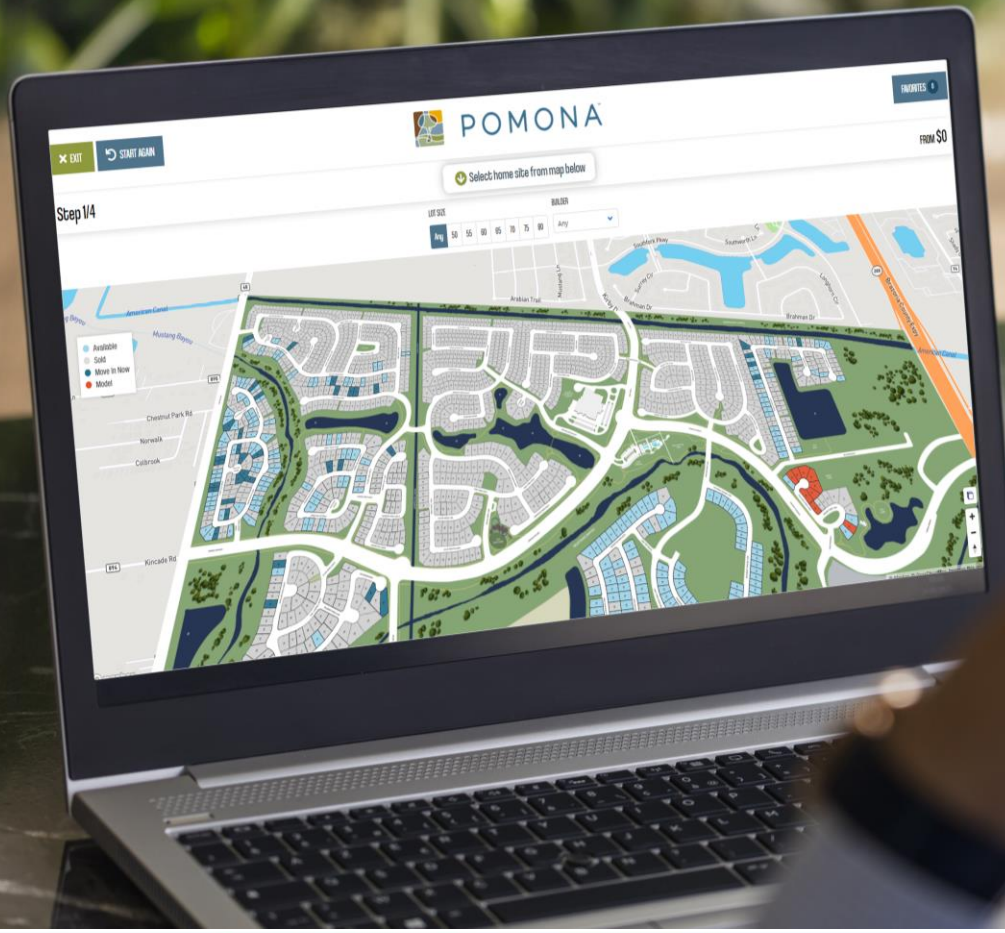


**What did we do  
with our  
inventory offer?**





**What did we do  
As builder?  
Staffed up &  
Trained up**



**What did we see  
as an agency?**

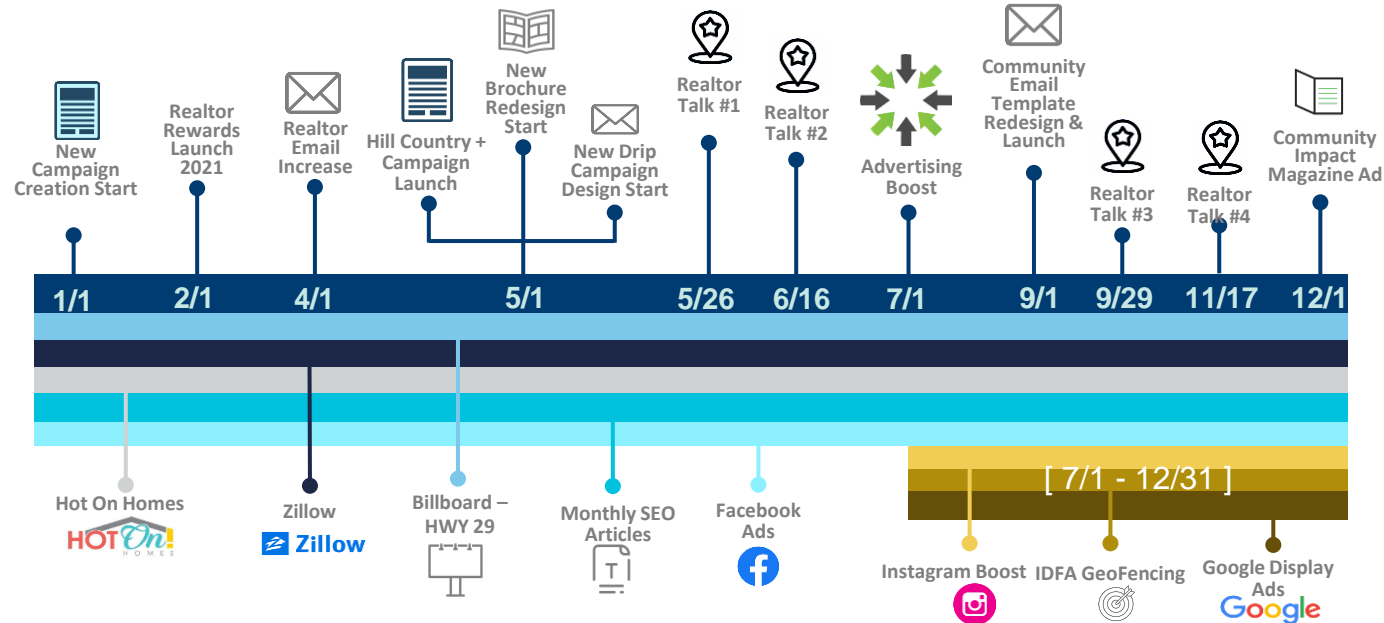
# Marketing & Advertising Expectations Today



# What did Wolf Ranch do with marketing strategy beginning and today?

## 2021 Timeline

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



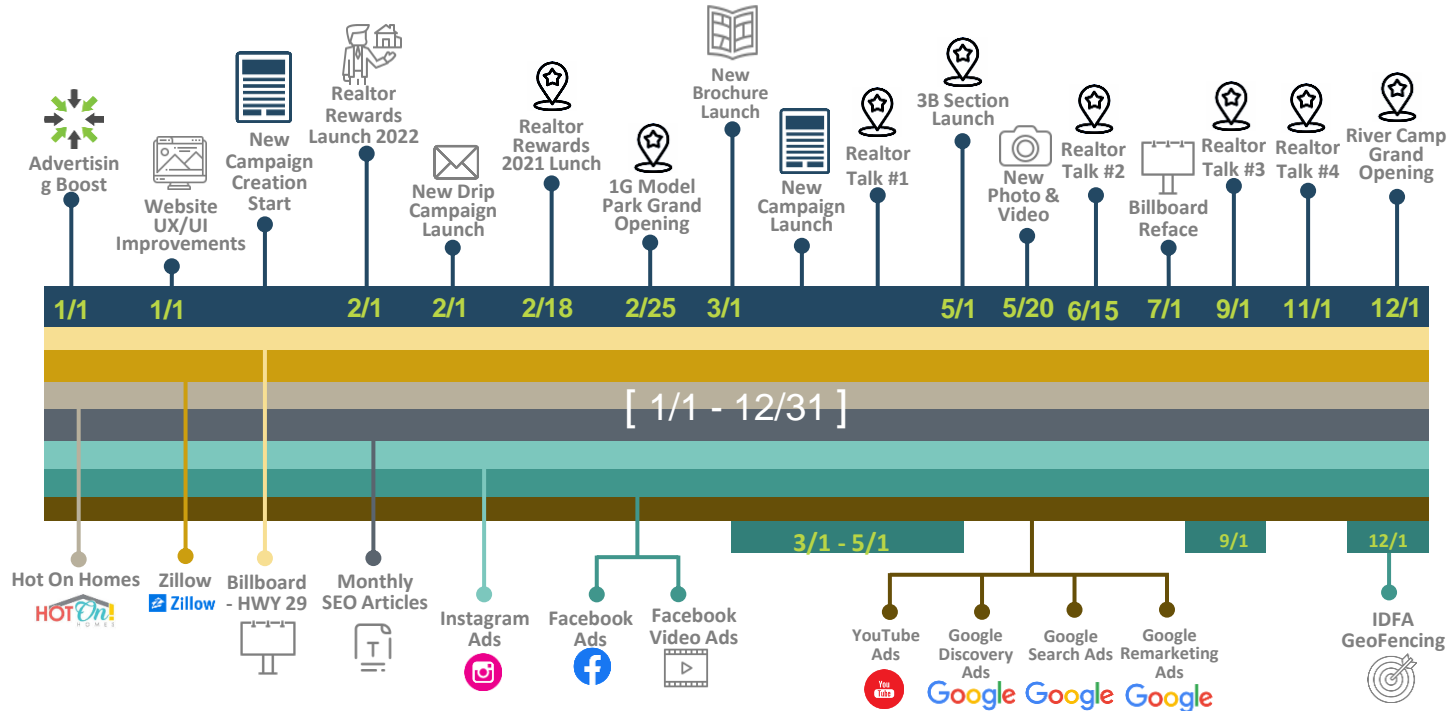
1. Media Mix –  
continue SEO  
focus

2. Website &  
Drip Email  
Improvements

3. \*Realtor Talks  
– Onsite

4. Increase Zillow  
Spend

## 2022 Timeline



# Buyer Journey

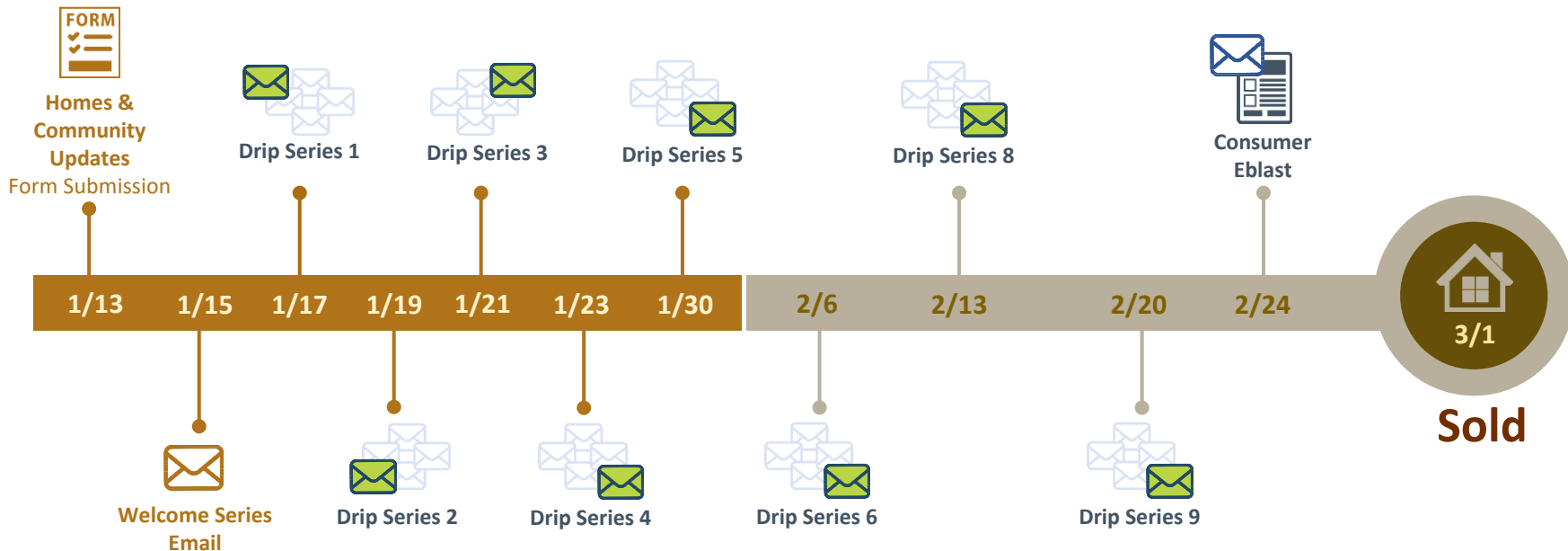


**Shyam  
Karuna**

**Buyer Journey – 49 Days**

Agent: Ram Konara

Builder: Coventry



# What did Blackburn do with EMAIL marketing strategy in a hot market?





**NEW COTTAGE  
STYLE AND  
FARMHOUSE HOMES**



**OUTSTANDING LOCATIONS  
MINUTES FROM EVERYTHING**





**BROOKS  
Ranch**



Located minutes from Austin and San Marcos in the heart of charming Kyle, TX, Brooks Ranch offers new 1-2 story modern farmhouse homes from the \$400s. Choose from 14 different floor plans with gorgeous exteriors and included features personalize to fit your family.


**DISCOVER BROOKS RANCH**


**RETREAT  
at HERO WAY**



**NOW PRE-SELLING!**

Location is everything! Live minutes from hike and bike trails, concept venues, shopping, dining and more. The Retreat at Hero Way is situated just off Highway 160 and offers an extensive gated community setting with 60 new cottage-style homes from the high \$300s.


**NEW COTTAGE  
STYLE AND  
FARMHOUSE HOMES**




**OUTSTANDING LOCATIONS  
MINUTES FROM EVERYTHING**

The carefully craft each of our communities and award-winning new homes to ensure we provide you with the content and quality you are accustomed to. The associates you desire most. Discover our two newest communities, Brooks Ranch in Kyle, TX and Retreat at Hero Way in San Marcos, TX and find the perfect home and floor plan to personalize to fit your family.


**DISCOVER BLACKBURN HOMES**


**BROOKS  
Ranch**



Located minutes from Austin and San Marcos in the heart of charming Kyle, TX, Brooks Ranch offers new 1-2 story modern farmhouse homes from the \$400s. Choose from 14 different floor plans with gorgeous exteriors and included features personalize to fit your family.

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**RETREAT  
at HERO WAY**




Location is everything! Live minutes from hike and bike trails, concept venues, shopping, dining and more. The Retreat at Hero Way is situated just off Highway 160 and offers an extensive gated community setting with 60 new cottage-style homes from the high \$300s.

**DISCOVER RETREAT AT HERO WAY**

**LOOKING FOR LENDING OPTIONS?  
SPEAK TO OUR TRUSTED LENDER**

**The Dooling MLC**  
1-877-277-7422  
Mortgage@doolingmlc.com  
www.doolingmlc.com/retreatat  
hero

**LEARN MORE**

**AUSTIN OFFICE**  
1-844-333-3333  
www.blackburnhomes.com

# What did Blackburn Homes do with the EMAIL marketing strategy in a niche market unlike other big cities?



OC  
OXFORD COMMONS

## NEW HOMES FOR EVERY LIFESTYLE

DO MORE OF WHAT YOU LOVE AT OXFORD COMMONS

## GET ANYWHERE IN 5!



It's easy to live your best life in the beautifully crafted master planned community, Oxford Commons. Whatever you love to do in Oxford, from dining on The Square to games at Ole Miss and walking the trails, you'll find it's all less than five minutes away from your stunning new home.

## WHAT PRODUCT TYPE SUITS YOU THE MOST?



your perfect fit in Oxford, MS today

WHAT'S YOUR  
TIMEFRAME  
FOR BUYING?

30 Days  
3 Months  
1 Year or More



OUR FLOOR PLANS  
POPPY  
From \$305,800

Ground Level  
Upper Level

COTTAGE  
3 Bedrooms • 2.5 Bathrooms • 1,837 sq. ft.  
Master upstairs, optional master suite shows open connecting living

### MOVE-IN READY HOMES COTTAGES

262 HYDRANGEA DRIVE - CHERRYBLOSSOM	264 HYDRANGEA DRIVE - CHERRYBLOSSOM
264 HYDRANGEA DRIVE - ROSE	264 HYDRANGEA DRIVE - BLUEBONNET
\$305,000 • 1,867 sq. ft. • 3 BR • 2.5 BA Huge master MCL, tons of natural light	\$305,000 • 1,867 sq. ft. • 3 BR • 2.5 BA Large master, open concept living dining, tons of natural light

WANT TO SEE MORE MOVE-IN READY HOMES?

SEND ME  
MOVE-IN READY  
HOMES FOR

GET INFO  
VIEW CATALOG HOME  
CALL



# What did Blackburn Homes do with the EMAIL marketing strategy when everyone else started selling homes differently?



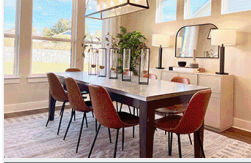
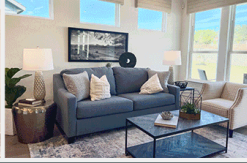
**BROOKS**  
*Ranch*

**MODERN FARMHOUSES  
PERSONALIZED  
TO FIT YOU**

**MODELS NOW OPEN!**



**NOW IS THE PERFECT TIME TO BUY!**








**EXPLORE BROOKS RANCH FLOOR PLANS**

With fourteen different new home floorplans at Brooks Ranch featuring gorgeous exteriors and exceptional included features and finishes you're sure to find one you love.

---


**ELM**  
From \$399,950



 **3 Bedrooms**
 **2.0 Bathrooms**
 **1,659 - 1,670 sq. ft.**

Open concept/living dining, large pantry, large laundry room

**MODERN FARMHOUSES  
PERSONALIZED  
TO FIT YOU**  
**MODELS NOW OPEN!**



**NOW IS THE PERFECT TIME TO BUY!**  
RECEIVE \$10,000 TOWNSHIP CREDIT ON ANY PURCHASE BY DECEMBER 31, 2021.

Built by award-winning Blackburn Homes, Brooks Ranch offers hand-drawn designed modern farmhouse floor plans in style. To starting from the basics, the community offers a variety of floor plans every person should have in their home. Please contact us today - choose your home today!

**WHAT IS YOUR TIMEFRAME FOR BUYING?**

90 DAYS  
OR LESS

3 MONTHS

1 YEAR

**EXPLORE BROOKS RANCH FLOOR PLANS**

With fourteen different new home floorplans at Brooks Ranch featuring gorgeous exteriors and exceptional included features and finishes you're sure to find one you love.

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**ELM**  
From \$399,950



**3 Bedrooms** **2.0 Bathrooms** **1,659 - 1,670 sq. ft.**  
Open concept/living dining, large pantry, large laundry room

**PLEASE CONTACT ME TO SCHEDULE  
A VIP APPOINTMENT**

**VIRTUAL**



**PHONE**

**IN OFFICE**

**LEARN ABOUT FINANCING OPTIONS,  
SPEAK WITH OUR TRUSTED LENDER**

The Deckery 914228277  
1787 THE HILL  
blackburn@blackburnhomes.com

**LEARN MORE**

 **1142 8TH AVE  
BROOKS RANCH, MOORE  
OKLA 73160** 

## What did Blackburn Homes do with PAID SOCIAL marketing strategy?

**Brooks Ranch**  
Sponsored ·  

Now selling in Kyle, TX! Enjoy a simply relaxing lifestyle in this modern farmhouse community located minutes from shopping, dining & more.



BLACKBURNHOMES.COM  
**Phase I Homes Available**  
Convenient Location

[LEARN MORE](#)

 Like  Comment  Share

**Blackburn Homes**  
Sponsored ·  

Discover gorgeous cottage homes in the new Leander, TX community, Retreat at Hero Way. Starting from the \$370s.



BLACKBURNHOMES.COM  
**Intimate Gated Community**  
Explore Floor Plans

[LEARN MORE](#)

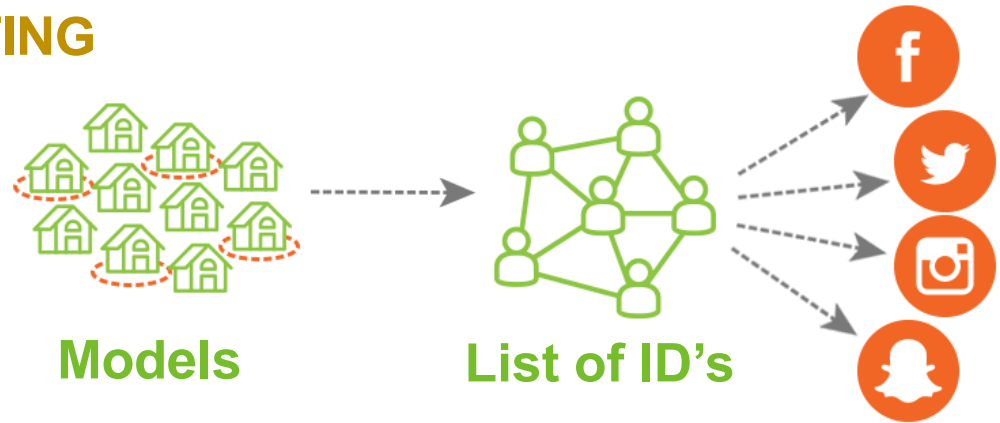
 Like  Comment  Share

# What did we see as an agency marketing strategy beginning and today?

## 1. The rise of IDFA audience targeting

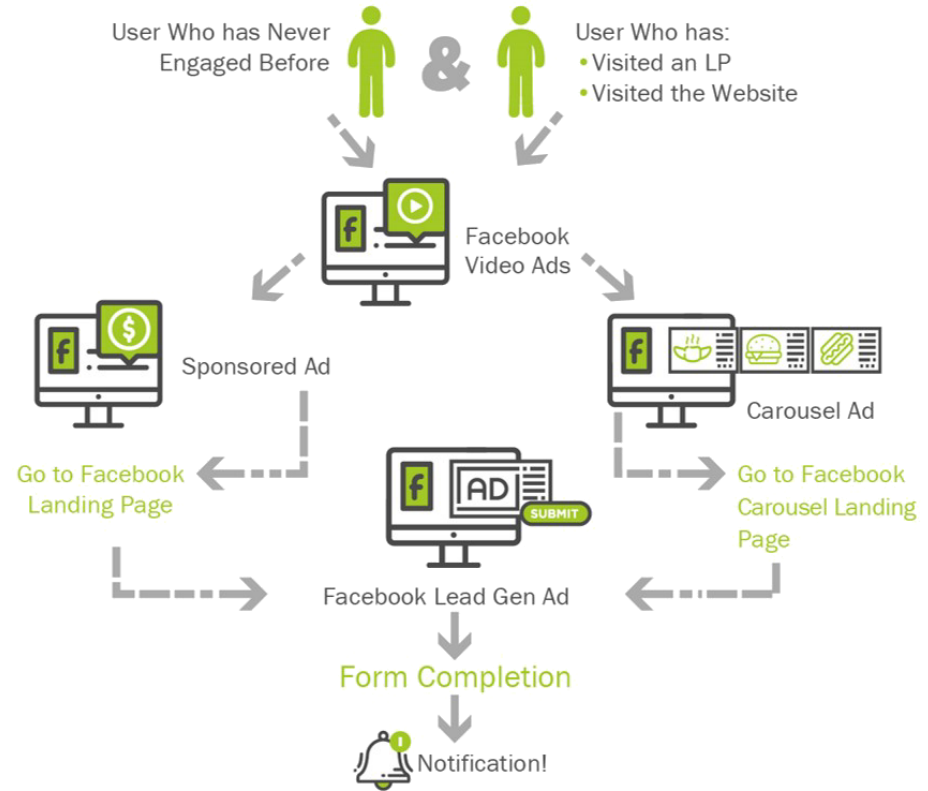
### COMPETITOR CONQUESTING

1. Target competitor location
2. Collect Mobile ID's & Import
3. Create Campaign



## 2. Audience building on social platforms

### Targeted Demographic, Interests & Behaviors



### 3. GEO Fencing really influencing

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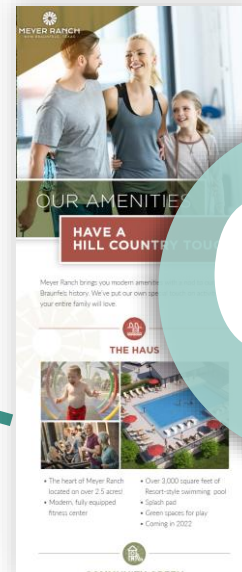
#### 4. Email Marketing works better than ever

**25-45%**  
Average  
Open Rates



**1-20%**  
Average  
Open Rates  
(Pre Pandemic)

# 6 Months



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

# 60 Days

## 6. Reemergence of focusing on campaigns and brand promise





# Managing Realtor Expectations

# What did Wolf Ranch do with realtor program beginning and today?

While other builders & communities kept their doors closed, forced online interaction only, and kept people offset, we brought realtors back onsite before anyone and used it as a tool to feed information on upcoming phases and lot production.

**WOLF RANCH**

**YOU'RE INVITED TO REALTOR TALKS AT THE RANCH**

**EXCLUSIVE NEW PHASE OPENING INFORMATION!**

**WOLF RANCH INSIDER & NEW HOME INSPECTIONS 101**

"GET EXCLUSIVE INFO ON BRAND NEW JUST RELEASED LOTS AND PHASES & LEARN THE LATEST ON TREC INSPECTION FORM CHANGES."

**REALTOR TALKS #4**

**Tori Streff**  
HILLWOOD COMMUNITIES  
A PEROT COMPANY

**Jeff Skelton**  
TREC Licensed Home Inspector

**WED, NOV 17TH 10 AM - 11:30 AM**

**RSVP NOW** ONLY 40 SEATS AVAILABLE!

**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 fourpart 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 PEROT 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**

**FUTURE TALKS COMING SOON**

**HILLWOOD COMMUNITIES LIVE SMART IN HILLWOOD COMMUNITIES**  
WOLF RANCH - THE DEN AMENITY CENTER

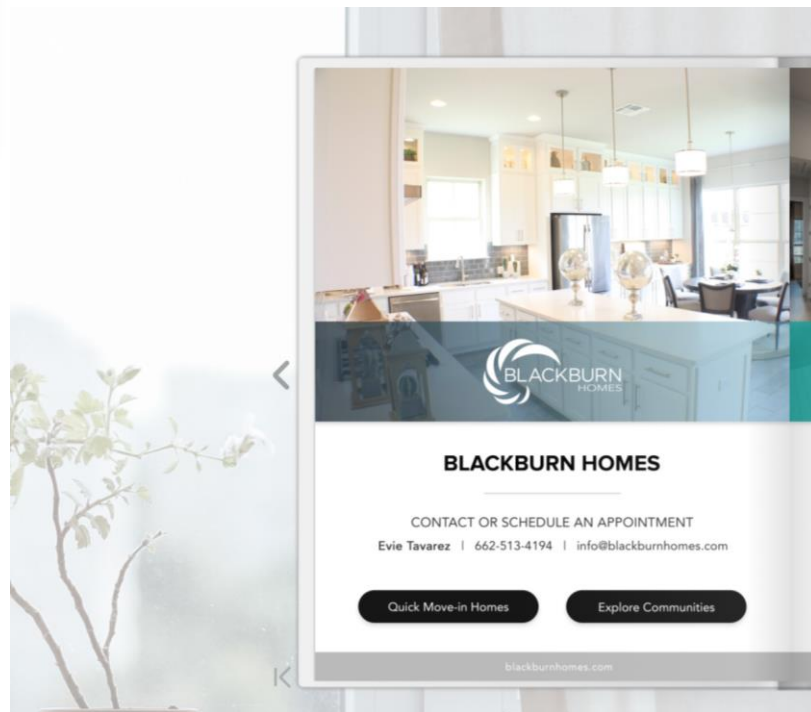


# What did Blackburn do with realtor program beginning and today?

WE WELCOMED THEM TO DO WHAT THEY DO BEST



HELPED THEM FIND US IN THE PLACES THEY LIKE BEST



# What did we see as an agency with realtor marketing beginning and today?



**Audience marketing  
on social channels**



**Highest open and  
click through rate**



**High percentage of  
pre-registrations**

# Managing Communications & Expectations

# What did Wolf Ranch do with communications and buyer expectations beginning and today?

Messaging Focus: How to convey to buyers and realtors that Wolf Ranch is worth the wait! Don't just purchase a house anywhere if you're going to buy, purchase a home in our thriving Lifestyle Community – where you want to live.

-The Most Coveted Community in Georgetown

- Heavy Focus/Lean on Best Lifestyle Community & Lifestyle Director of the Year

**WOLF RANCH**  
GEORGETOWN, TX

**AWARD WINNING LIFESTYLE** / **HILL COUNTRY**

**WOLF RANCH WINS LIFESTYLE PROGRAM & LIFESTYLE DIRECTOR OF THE YEAR**

If you are looking for a beautiful master-planned community to live in, look no further than Wolf Ranch! Hillwood Communities is proud to announce Wolf Ranch won the 2021 Lifestyle Program of the Year and Lifestyle Director of the Year by the Greater Austin Builders Association.

Wolf Ranch is a Live Smart community with hundreds of programmed events and activities a year for all residents. Onsite and full time at Wolf Ranch, Lifestyle Manager Dana Thomas, sets the bar high and delivers outstanding monthly programming for the residents of Wolf Ranch to love where they live, connect to their neighborhood, and meet their neighbors through thoughtfully designed events. Come visit our model homes at Wolf Ranch, learn more about our wonderful community, explore our website, or check out our Facebook page to see photos of our amazing resident events in action.

**OVER 160 NEW LOTS TO BUILD YOUR DREAM HOME!**  
VISIT OUR MODEL HOMES

**NEW HOMES FROM THE \$400s - \$800s**

**COVENTRY HOMES** **David Weekley Homes** **PERRY HOMES**  
**drees** **LENNAR** **HIGHLAND HOMES**

**HILLWOOD COMMUNITIES** 1000 LEGACY CROSSING GEORGETOWN, TEXAS 78628 **WOLFRANCHBYHILLWOOD.COM**



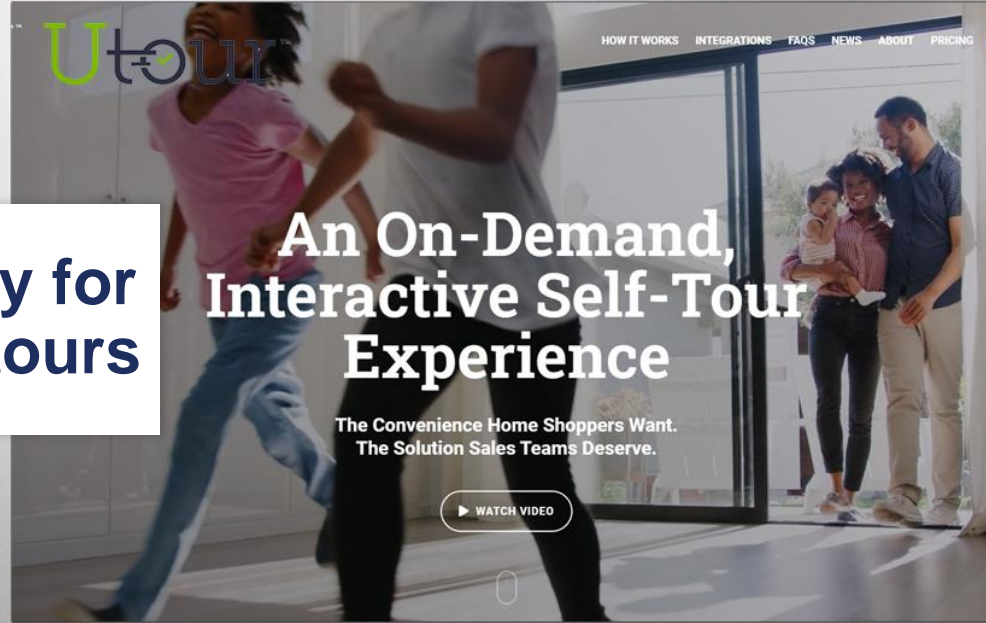
# What did Blackburn Homes do with communications and buyer expectations?



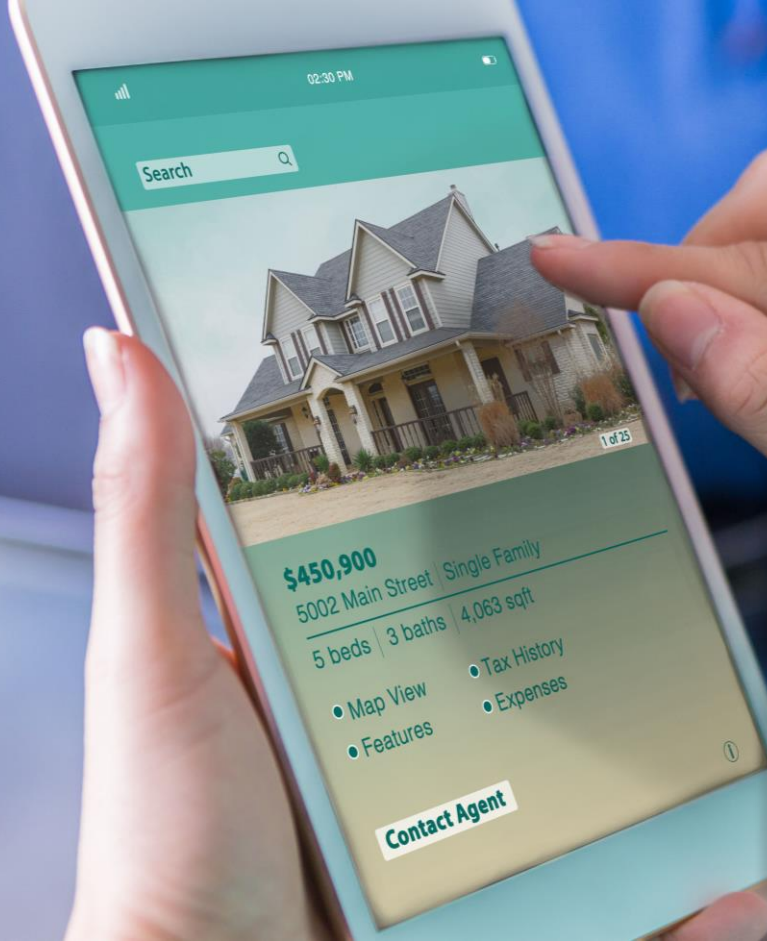


## Empowered Sales Team

## Getting ready for self-guided tours



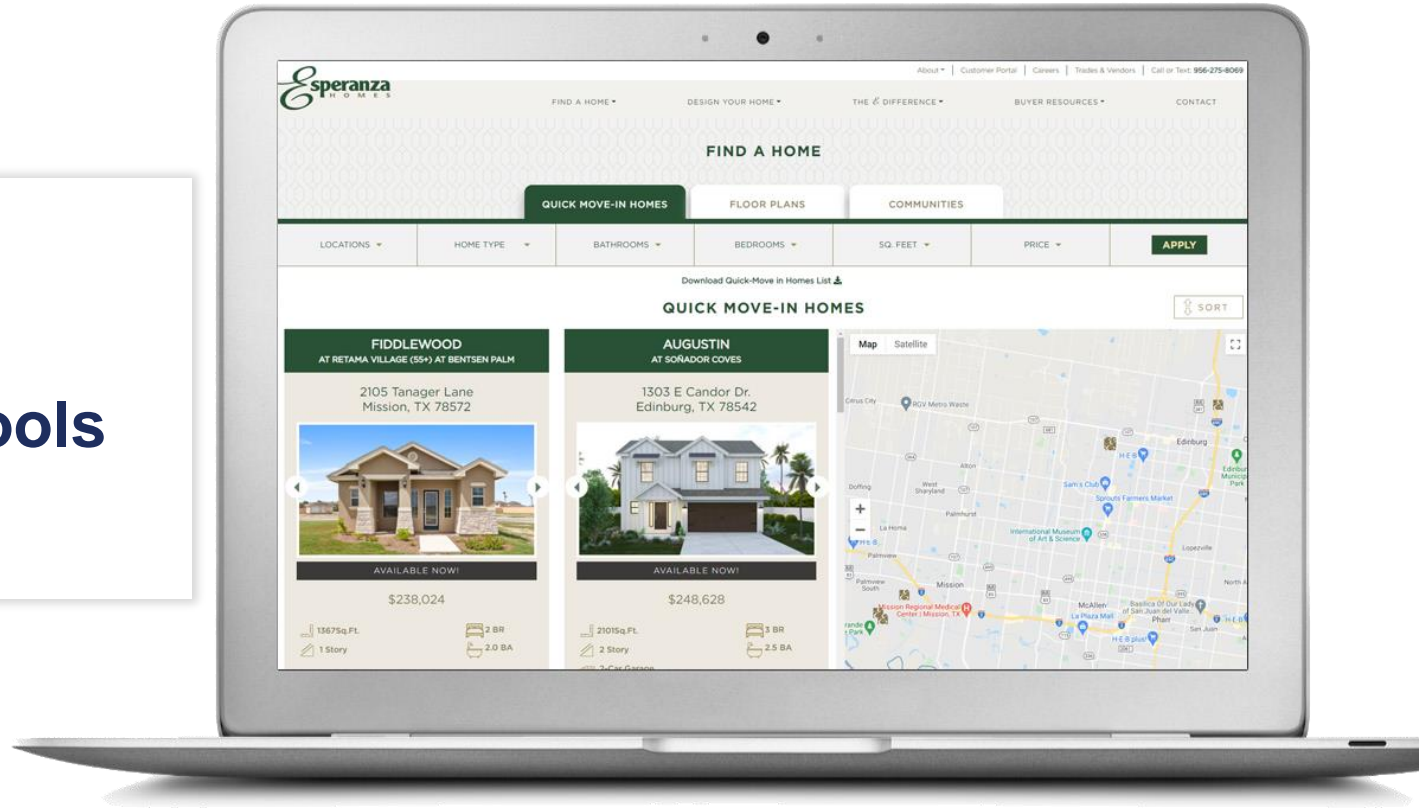




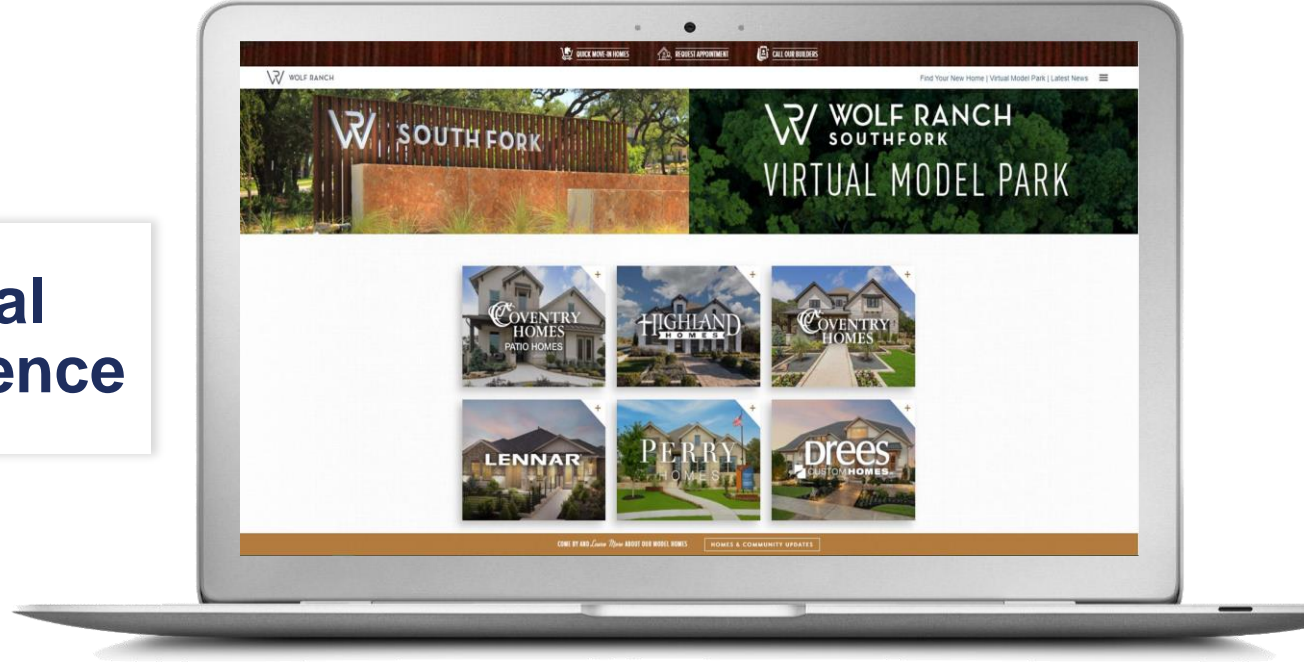
**What did we see as an agency with communications and buyer expectations beginning and today?**



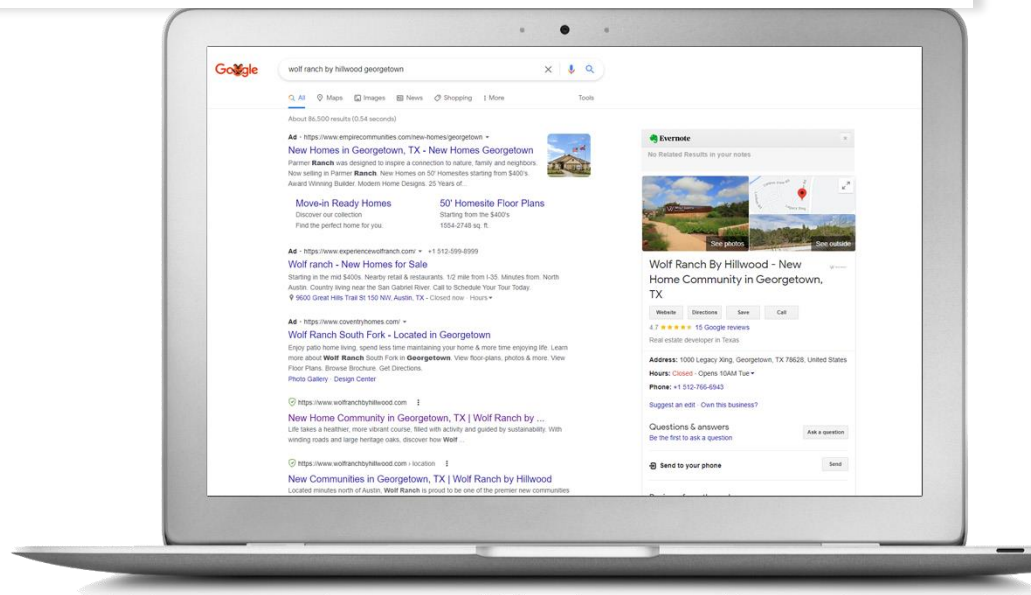
# Up to date website including tools

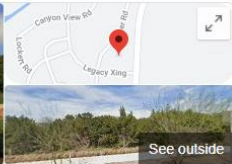



## Offer Full Virtual Models Experience



# Optimize & Manage Google My Business Pages





## Wolf Ranch By Hillwood - New Home Community in Georgetown, TX

[Website](#) [Directions](#) [Save](#) [Call](#)

4.7 ★★★★★ 15 Google reviews  
Real estate developer in Texas

**Address:** 1000 Legacy Xing, Georgetown, TX 78628, United States  
**Hours:** Closed · Opens 10AM Tue  
**Phone:** +1 512-766-6943

[Suggest an edit](#) · [Own this business?](#)

### Questions & answers

Be the first to ask a question [Ask a question](#)


[Send to your phone](#) [Send](#)

### Reviews from the web


5/5 Facebook · 20 votes

### Reviews

[Write a review](#) [Add a photo](#)

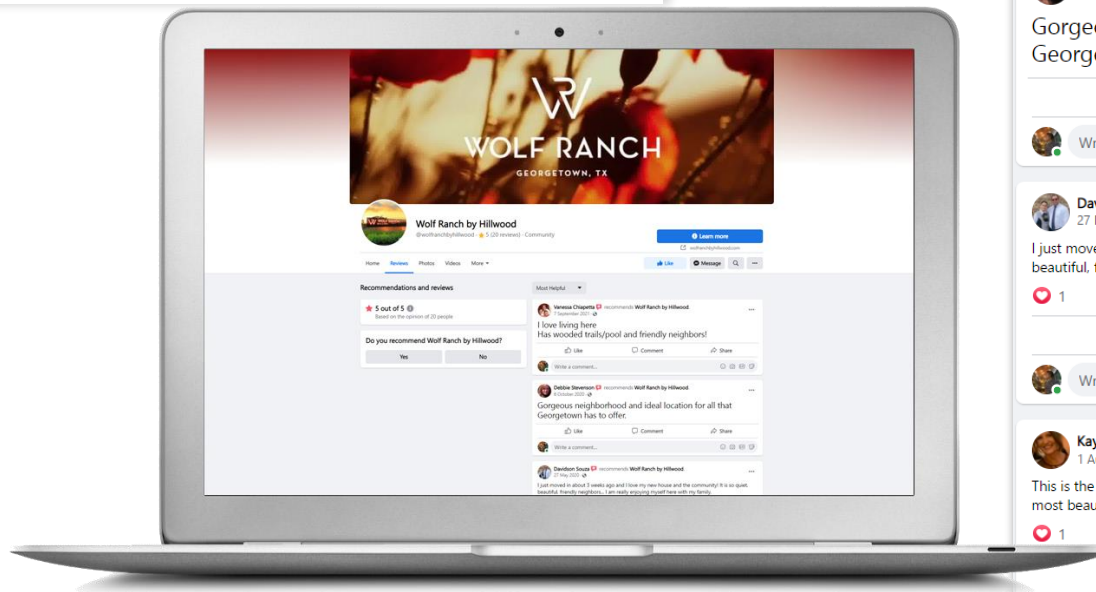


"Always the best customer service"  
★★★★★



"It's conveniently located about 3 minutes from the local Walmart..."  
★★★★☆

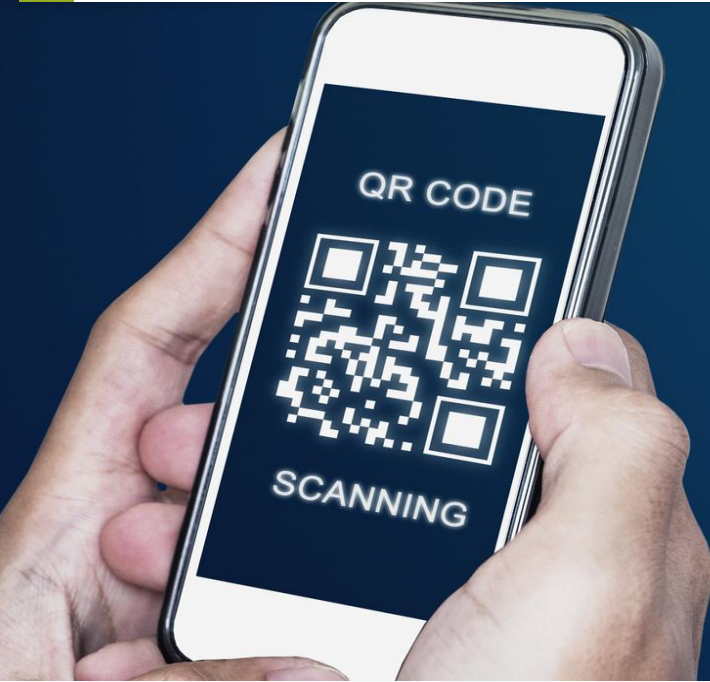
# Manage Social Reputation





# QR Onsite Registration & Traditional CTAs

- ✓ Add multiple registration options – such as QR Codes



# 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**

### **SmartTouch® Interactive**

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## **Tori Streff**

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Tampa, Florida

www.blackburnhomes.com





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