

And You Thought Email Was Dead

Presented By
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Is Email Dead?



2000-2010 GOLDEN ERA

40%

Average Open Rates for Home Sale Offers

35%

Realtor Eblasts Average Open Rates

No Infrastructure Needed





2010-2015 SPAM ENFORCEMENT

25%

Average Open
Rates for Home
Sale Offers

20%

Realtor Eblasts
Average Open Rates

ISPs Require Reverse DNS, Domain
Keys, DKIM, Feedback Loops



2016-2019 EMAIL IS DYING

19%

Average Open
Rates for Home
Sale Offers

10%

Realtor Eblasts
Average Open Rates



2020-2022 DEMAND DRIVEN RESURGENCE

40%

Average Open
Rates for Home
Sale Offers

35%

Realtor Eblasts
Average Open Rates



2023 ALIVE AND EFFECTIVE!

Email is still the most cost-effective way to reach your audience.

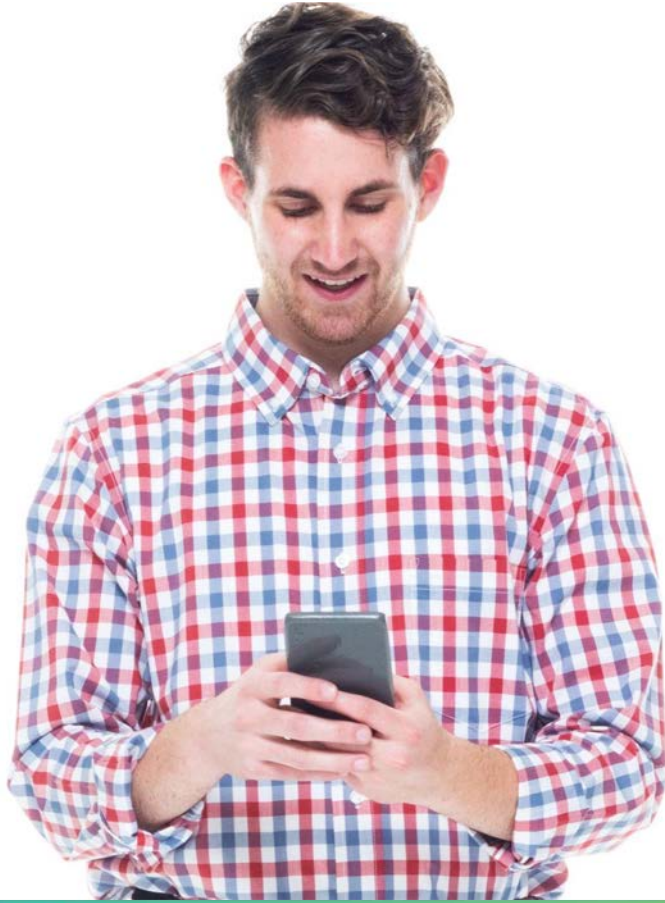
- 1) EXTENSIVE REACH
- 2) GOOD CTR
- 3) SHARABLE
- 4) GREAT VALUE CONTENT
- 5) HIGH ROI

Five C's of Email Marketing



Content





Segmented Emails

14%

Higher Open Rates

100%

Higher Click-Through Rates

10%

Lower Unsubscribe Rates

Segmented Emails



Single First-Time Buyers



Single Downsizers



Brokers



Couple First-Time Buyers



Married Downsizers



Investors

Ask the Question!

Ask up front
or ask as a progressive
registration process.



REGISTER TO GET ON THE VIP LIST

Get on our VIP list to be the first to be notified with floorplans and pricing.

First name

Last name

Email*

Phone number

How did you hear about us?

Are you working with a Broker?

Which one of these groups sound most like you?

- ☐ First Time Buying Single
- ☐ First Time Buying Couple
- ☐ Mature Rightsizing Single
- ☐ Mature Rightsizing Couple
- ☐ Real Estate Investor
- ☐ Real Estate Broker / Agent
- ☐ I Prefer Not To Say

Dramatic Eye Catching Concept



Buyer Personas



Segmented Lead Generation to a Silo'd Landing Page



the highmark

ASCEND
TO
PICKERING

REGISTER NOW

HIGHMARK

the highmark



ASCEND
TO PICKERING

REGISTER NOW

HIGHMARK

the highmark



ASCEND
TO
PICKERING

REGISTER NOW

HIGHMARK

the highmark

ASCEND



**AN EXCLUSIVE OPPORTUNITY
FOR OUR MOST VALUED VIPS**

Raise Your Expectations

If you're ready to reach higher in life, Highmark is coming to Pickering and we're giving friends and family an exclusive opportunity to be part of it!

REGISTER



As a Highmark VIP, you'll have early access to The Highmark – a stunning new address designed to raise the bar on condominium living.

Connect with nature or connect with friends. Play, explore, shop. Ascend to The Highmark, just a stroll from Pickering Town Centre. It's where wellness, Nature and technology meet.

Step up to where you belong and seize this incredible opportunity to call The Highmark home before our public release.




Rise up to a higher level in life!

REGISTER

**HIGHMARK COMING SOON
TO PICKERING**

CONDOS from the **\$400'S**
TheHighmark.ca

HIGHMARK




STEP UP TO ELEVATED LIVING

Welcome to The Highmark. Two striking towers of contemporary design that blend together seamlessly to

DISTINGUISHED ARCHITECTURE BY KOHN PARTNERSHIP ARCHITECTS



Separate yet unified, the two towers share a beautifully appointed lobby, exceptional ground floor wellness facilities, a co-working space, sports bar lounge, rooftop terraces, and more.



ACHIEVE YOUR OWN PERSONAL HIGH MARK HERE, WHERE:

- Wellness is central to design
- Nature is all around you
- Technology simplifies everyday life
- Stylish design creates an elevated living environment

RESOURCES FOR FIRST TIME BUYING SINGLES

MAKE PICKERING YOUR PLAYGROUND!

From lush green spaces and hiking trails to fabulous shopping, restaurants, bars, and more, Pickering is a great place for singles seeking a fun and active lifestyle.

[Read more](#)

VISIT RESOURCES PAGE



MORE ABOUT THIS EXCEPTIONAL NEW DEVELOPMENT IS COMING SOON, SO KEEP AN EYE ON YOUR INBOX!

THE HIGHMARK


CONDOS FROM THE \$500S

Reach Higher

FOLLOW US

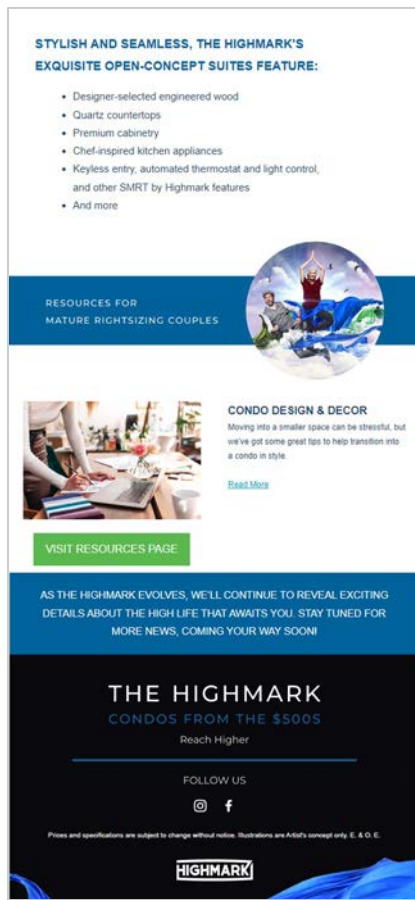
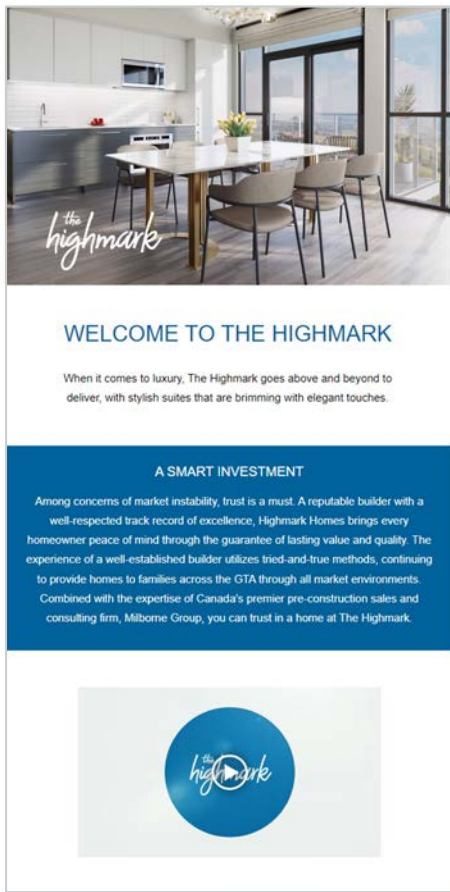



Prices and specifications are subject to change without notice. Illustrations are Artist's concept only. E. & O. E.



Custom section for the segmented target market

Silo'd blog linked to a custom resource page



Custom
section for the
segmented
target market

Silo Content

Silo 1 BLOG	Silo 2 BLOG	Silo 3 BLOG	Silo 4 BLOG	Silo 5 BLOG	Silo 6 BLOG
Right Sizers - Mature Couples	Right Sizers - Singles	First Timers - Couples	First Timers - Singles	Investors	Brokers
10 Best Things About Condo Living	10 Best Things About Condo Living	Tips to Buying Your First Home	Tips to Buying Your First Home	10 Insiders Tips on Condo Investing	Visit Our Broker Portal
Lock & Leave Lifestyle	Things To Do for Singles in Pickering	Why Pay Your Landlord's Mortgage?	Things To Do for Singles in Pickering	Who Makes The Best Tenants?	Visit Our Broker Portal
Rightsizing Tips for Condo Design and Decor	Rightsizing Tips for Condo Design and Decor	New vs. Resale	New vs. Resale	10 Reasons Why Pickering is a Great Investment	Visit Our Broker Portal
Hosting Dinner Parties at Your Condo	Hosting Dinner Parties at Your Condo	Maintenance Fees and How They Work	Maintenance Fees and How They Work	How Good Property Mgmt Improves Your Investment	Visit Our Broker Portal
Low Impact Workout Tips	Low Impact Workout Tips	Couples Workouts	Getting Out of Your Parents' Home	Rental Vacancy Rates	Visit Our Broker Portal



A SPACE FOR EVERY OCCASION

The Highlife continues on our 6th Floor with a stunning indoor/outdoor space that connects the two buildings.

From casual get-togethers to cocktail parties and formal dinners, The Highmark makes it easy for you to entertain in style with exciting Zones you can book for private events. Each with well-appointed furniture.

Reserve the Party Zone and enjoy a fine meal at the dining table before retiring to the bar, mingling by the fire, or gathering around the pool table. Meet friends in the Sports Zone, lounge around the fireplace, the bar and billiard table or gather around the games table and let the chips fall where they may.

Or catch some rays on the landscaped outdoor rooftop terrace Sun Zone with gas barbeques, loungers and pavilion with cabana, bar and seating. At The Highmark, there's a Zone for whatever you want to do!

ENTERTAIN WITH PRIDE OF OWNERSHIP

The Highmark and all of its amenities are taken care of by FirstService Residential, Ontario's leading property management company. You can count on them to address any issues that arise in a timely manner so that your home always does you proud!



RESOURCES FOR MATURE RIGHTSIZING COUPLES

HOSTING DINNER PARTIES AT YOUR CONDO

Moving into a smaller space can be stressful, but we've got some great tips to help transition into a condo in style.

[Read More](#)



[VISIT RESOURCES PAGE](#)

AS THE HIGHMARK EVOLVES, WE'LL CONTINUE TO REVEAL EXCITING DETAILS ABOUT THE HIGH LIFE THAT AWAITS YOU. STAY TUNED FOR MORE NEWS, COMING YOUR WAY SOON!

THE HIGHMARK CONDOS FROM THE \$500S

Reach Higher

FOLLOW US



Prices and specifications are subject to change without notice.
Illustrations are Artist's concept only. E. & O. E.

Each issue includes a short 1 minute video (micro content taken from our overall project video)

Let them know what to expect next

Silo and Reveal Planning

WEEK OF	MAIN Feature Story	Rendering Reveal	Rendering Reveal	Team Story/ Feature	Video - 1 Min	Silo 1 BLOG	Silo 2 BLOG	Silo 3 BLOG	Silo 4 BLOG	Silo 5 BLOG	Silo 6 BLOG
						Right Sizers - Mature Couples	Right Sizers - Singles	First Timers - Couples	First Timers - Singles	Investors	Brokers
Date	Overall Project Concept/ Neighborhood	Aerial - Bird's Eye View Rendering		Highmark Homes	Video With Joseph	10 Best Things About Condo Living	10 Best Things About Condo Living	Tips to Buying Your First Home	Tips to Buying Your First Home	10 Insiders Tips on Condo Investing	Visit Our Broker Portal
Date	Architecture	Day Building Rendering	Suite/Kitchen Rendering	Kohn Architects	Video With Marianna	Lock & Leave Lifestyle	Things To Do for Singles in Pickering	Why Pay Your Landlord's Mortgage?	Things To Do for Singles in Pickering	Who Makes The Best Tenants?	Visit Our Broker Portal
Date	Suite Designs	Dusk Building Rendering		Milborne	Video With Hunter	Rightsizing Tips for Condo Design and Decor	Rightsizing Tips for Condo Design and Decor	New vs. Resale	New vs. Resale	10 Reasons Why Pickering is a Great Investment	Visit Our Broker Portal
Date	Building Amenities	Party Room Rendering	Sports Lounge Rendering	First Service	Video With John D.	Hosting Dinner Parties at Your Condo	Hosting Dinner Parties at Your Condo	Maintenance Fees and How They Work	Maintenance Fees and How They Work	How Good Property Mgmt Improves Your Investment	Visit Our Broker Portal
Date	Wellness - Building Amenities	Fit Zone Indoor Fitness Rendering	Power Zone Outdoor Fitness Rendering + Zen Zone Rendering	Landscape Architect - MSLA	Video With Dave Reid	Low Impact Workout Tips	Low Impact Workout Tips	Couples Workouts	Getting Out of Your Parents' Home	Rental Vacancy Rates	Visit Our Broker Portal

Consistency



Stay Consistent!

Same Day

Same Time

Every Week

Bi-Weekly

Every Month





Wishes
start with **W**

Experience modern living in the heart of Durham, where urban convenience meets nature's best. The W Condos by Ace Developments is coming to Whitby soon, with starting in the low \$500's. Keep your eye on this project as it unfolds.

REGISTER NOW



CONDOS FROM THE LOW
\$500's
COMING SOON TO WHITBY

REGISTER NOW



Render. Product not for sale. Selling agent: Millennium Group Realty Inc. Prices and information correct at press time, 1-8-22.



Whitby's
real estate market is on the rise!

A vibrant new, three-tower condominium community featuring three towers with stylishly appointed common areas and suites will soon be elevating Whitby's already terrific appeal. To stay in the know, register below and check your inbox for updates and insights, including facts that support why your clients should buy in Whitby!



**HOT
MARKET**

\$ 585,656
Average selling price of
Whitby condo apartment

107%
Above asking selling price
of Whitby condo apartment

25
New home developments
in the area

83%
Home ownership rate
(23% higher than Canadian rate)

CONDOS FROM THE LOW
\$500's
COMING SOON TO WHITBY

COMING SOON

THE PEOPLE, PLACES AND PERKS THAT AWAIT YOU IN WHITBY!



Render. Product not for sale. Selling agent: Millennium Group Realty Inc. Prices and information correct at press time, 1-8-22.



THE W
CONDOS

Get in from the ground up!

Boasting low unemployment, higher than average household incomes, and amenities that appeal to nature lovers and urbanites alike, Whitby is a hot destination for home buyers. As the population grows, so does the demand for property, making now the perfect time for your buyers to purchase.



45

minute drive to Toronto



11

medical clinics

10 minutes

to Whitby GO Station

55 minute

GO Train ride to Union Station



02

nearby hospitals



\$119,855
median household income



31
public schools

11

Catholic schools



5%
unemployment rate

03

post-secondary institutions

CONDOS FROM THE LOW

\$500's

COMING SOON TO WHITBY

WHAT'S NEXT?

A LOOK AT THE LIFESTYLE WHITBY HAS TO OFFER. STAND BY!



Brokers Protected. Exclusive Listing Agent Millennium Group Realty Inc. Prices and information correct at press time, E&OE.

Let them know
what is coming
up next!



So much more
than a commuter town!

Toronto may only be a 45-minute drive or 55-minute train ride away but given all Whitby has to offer, there's little pressure to head west – unless you work in the big city, of course. From friendly cafes and trendy restaurants to local shops, big box stores, recreational facilities, and cultural venues, Whitby residents can get their fill of urban life without having to wander far from home.



CONDOS FROM THE LOW
\$500's
COMING SOON TO WHITBY

STAY TUNED FOR MORE INFO ON WHITBY'S APPEAL
AS WE GEAR UP TO LAUNCH. NEXT WEEK:
WORRY-NOT, NATURE LOVERS. WHITBY HAS YOU COVERED!



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Nature lovers
content the
next week!



THE W CONDOS

Love balance? Love Whitby.

With access to the town's 125 parks, as well as Durham Region's extensive conservation areas and endless hiking trails, Whitby's woodland lovers have no problem getting their forest fix. Water lovers, on the other hand, get to fill their cups by soaking up the sun and sand on local beaches, or by taking leisurely lakeside strolls in and around Whitby's award-winning marina.



CONDOS FROM THE LOW
\$500's
COMING SOON TO WHITBY

NEXT WEEK
MEET THE TEAM THAT'S BRINGING THE W CONDOS TO WHITBY!



Broken Protocol. Exclusive listing agent Milborne Group Realty Inc. Prices and information correct at press time. E&OE.




THE W CONDOS

W is for Wishes

Look who's making them come true



The W Condos would remain but a dream were it not for our incredible team of experienced professionals.



ACE DEVELOPMENTS, a full-service construction company with a unique focus on incorporating old-world craftsmanship into modern innovation.

**IIBYIV
DESIGN**

IIBYIV DESIGN, an international award-winning design firm that pushes the boundaries of interior design.

**TURNER
FLEISCHER**

TURNER FLEISCHER, a high-performance team of professionals that embodies the best of architectural quality ingenuity, and style.



MILBORNE GROUP, a dominant force in Canadian condominium marketing with a 12 to 15% market share in the highly competitive Toronto market.

NEXT WEEK
READY FOR YOUR PEEK INSIDE W CONDOS? ITS TIME!



Broken Protocol. Exclusive listing agent Milborne Group Realty Inc. Prices and information correct at press time. E&OE.





LOOKING FOR A CHANGE OF SCENERY?

When you buy into The W Condos, you get so much more than the suite you plan. You get to enjoy the building's many amenities, including a communal lounge. Designed for both work and play, this lounge is a great option when you want to take a break from working at home – without actually having to leave home.

Or, a tight deadline? Switch into one of the lounge's cosy booths and focus on the task at hand without distraction. Or opt for a comfy sofa and enjoy some friendly banter with other residents seeking a change of daytime scenery.

Upstairs, downstairs, in your suite, or in the lounge, W is for Work, your Way!



CONDOS FROM THE LOW
\$500's

COMING THIS FALL TO WHITBY

FROM WORK AT HOME TO WORKING OUT –
DETAILS ON OUR FITNESS FACILITIES ARE UP NEXT.

STAY TUNED!



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FITNESS TO FIT YOUR SCHEDULE

Work-life balance – it's easy enough to say but not that easy to achieve. That's why The W Condos features its own fitness centre and yoga studio.

Even if the local gym is only a short drive away, the thought of parking, traffic, or showers can be enough to dampen one's motivation, especially when pressed for time. When you live at The W, you can hit the fitness facilities within a minute of waking up. Plus, you get to cool down and freshen up in the comfort and privacy of your own home.

The W is all about easy living, and these amenities make it a whole lot easier, don't you think?



CONDOS FROM THE LOW
\$500's

COMING THIS FALL TO WHITBY

UP NEXT – OUTDOOR AMENITIES
DESIGNED TO HELP YOU UNWIND.

COMING SOON!



Brokers Protected. Exclusive listing agent: Millbrook Group Realty Inc. Prices and information correct at press time. E.S.O.E.





GET OUTSIDE!

Fresh air has the power to heal, energize, invigorate, and make whatever we're doing better. Whether you're craving solitude or togetherness, The W Condos invites you to follow your calling outdoors.

From honing your hoop-shooting skills on the court to resistance training, climbing, and generally monkeying around, you'll find a great array of outdoor amenities designed for active adults, as well as high-energy kids.

The W Condos isn't just good for your lifestyle; it's good for you.



CONDOS FROM THE LOW \$500's

COMING THIS FALL TO WHITBY

IN OUR NEXT EMAIL

DETAILS OF SUITE FEATURES AND FINISHES!



Starkov Properties Ltd. Exclusive Listing agent: Williams Group Realty Inc. Prices and information correct at press time. © 2021.



W IS FOR WOW

When it comes to design, you have standards. Count on The W Condos to meet them.

- Open concept layouts that flow effortlessly for easy day-to-day living.
- 10' ceilings on select floors, and magnificent floor-to-ceiling windows.
- Tons of storage throughout, including convenient wire shelving in all closets.
- Contemporary living spaces with sleek laminate flooring.
- Stylish kitchens with custom-built cabinetry, gleaming Quartz countertops, and porcelain tile backsplashes.
- High-quality, high-efficiency kitchen and laundry appliances.

At The W, we've worried about all the details so that you don't have to. Simply move in and start living the lifestyle you've been longing for.



CONDOS FROM THE LOW \$500's

COMING THIS FALL TO WHITBY


STAY TUNED FOR DATES OF OUR HIGHLY ANTICIPATED RELEASE.

COMING SOON!



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Ask Questions in Your Email for Actionable Insights

DATE	Jan Week 2	Jan Week 3	Jan Week 4	Feb Week 1	Feb Week 2	Feb Week 4
Feature Story	Lobby	Fitness Centre	Golf Simulator	Kids Room and Music Room	Party Room with Rooftop Terrace	Broker Portal now Open and Ready for Worksheet Submission
Actionable Insight	When are you looking to move?	How many bedrooms do you need?	Do you play golf?	Do you have children?	Do you have pets?	View Portal
Reveal/Main Image						
What assets do we have or do we need in order to produce this content?	Grand Lobby and Lobby Lounge	Fitness and Yoga Rendering	Virtual reality Rendering	Kid's Room with interactive area Rendering	Party Room (inside) and Rooftop Terrace (Outdoor)	Building Streetscape Rendering

Costs





Factors in Your Email Marketing Costs

1. Platform You Choose
2. Custom or Template
3. Frequency of Sending
4. Internal or Outsourcing Copy, Design, Programming and Deployment
5. Content You are Linking To



QUALITY HOMES INC.



QUALITY HOMES TOP 10 OF 2022

It's been an exciting year for Quality Homes! We'd like to thank you for coming along for the ride, and for your endless support along the way. From celebrating our 35th Anniversary to opening locations in Stony Creek and Blenheim Falls, and delivering over 80 homes across the province, 2022 has been a great year.

Check out our Top 10 Moments of 2022!

READ  BLOG

ROSSEAU MODEL NOW OPEN



Our team has been hard at work giving the popular Rosseau model home an outdoor boost! With its rustic yet modern, this popular 3-bedroom, 2-bathroom bungalow boasts a spacious open concept layout, gorgeous gourmet kitchen, and features all of our latest finishes.

You've got to see the Rosseau to believe it (and now you can!)

Visit us in Kentville to tour this home.

BOOK  TOUR

QUALITY DESIGN

FEATURE HOME OF THE MONTH: HOMESTEADER



Our Homesteader model is a charming 3-bedroom bungalow perfectly designed to provide everything you need in a compact size, without compromise. A spacious modern kitchen, a beautiful open concept living space, plenty of storage, main floor laundry. Paired with our stylish array of finishes, the Homesteader is the perfect choice for your next custom home.

VIEW  PLAN

QUALITY STORIES

INSTALL IN WEST LINCOLN

For those of you living in the Niagara region, you might have seen

INSTALL IN WEST LINCOLN

For those of you living in the Niagara region, you might have seen us in the news! It was an exciting day, creating a spectacle in the neighbourhood for those unfamiliar with our factory-built homes.

Click to watch the full story!



"This has been an amazing experience. We had help every step of the way. Quality Homes is always trying to make the process as easy and painless as possible. Thanks up every time."

- Karen, Quality Homesteader

WATCH  VIDEO

QUALITY INSIGHTS

HOME COMFORT WITH BRYAN'S FUEL



For almost 30 years, we have partnered with Bryan's Fuel to provide

For almost 30 years, we have partnered with Bryan's Fuel to provide superior HVAC systems in every Quality Home. This includes an HRV (Heat Recovery Ventilator) that ensures you have clean, healthy air within your home. Learn more about our home comfort systems on our Blog.

READ  BLOG

QUICK LINKS

DESIGN COLLECTION

LOCATIONS

PHOTOS & VIDEOS

BOOK FACTORY TOUR

ON THE BLOG

FORWARD TO A FRIEND



1-800-265-2648

info@qualityhomes.ca



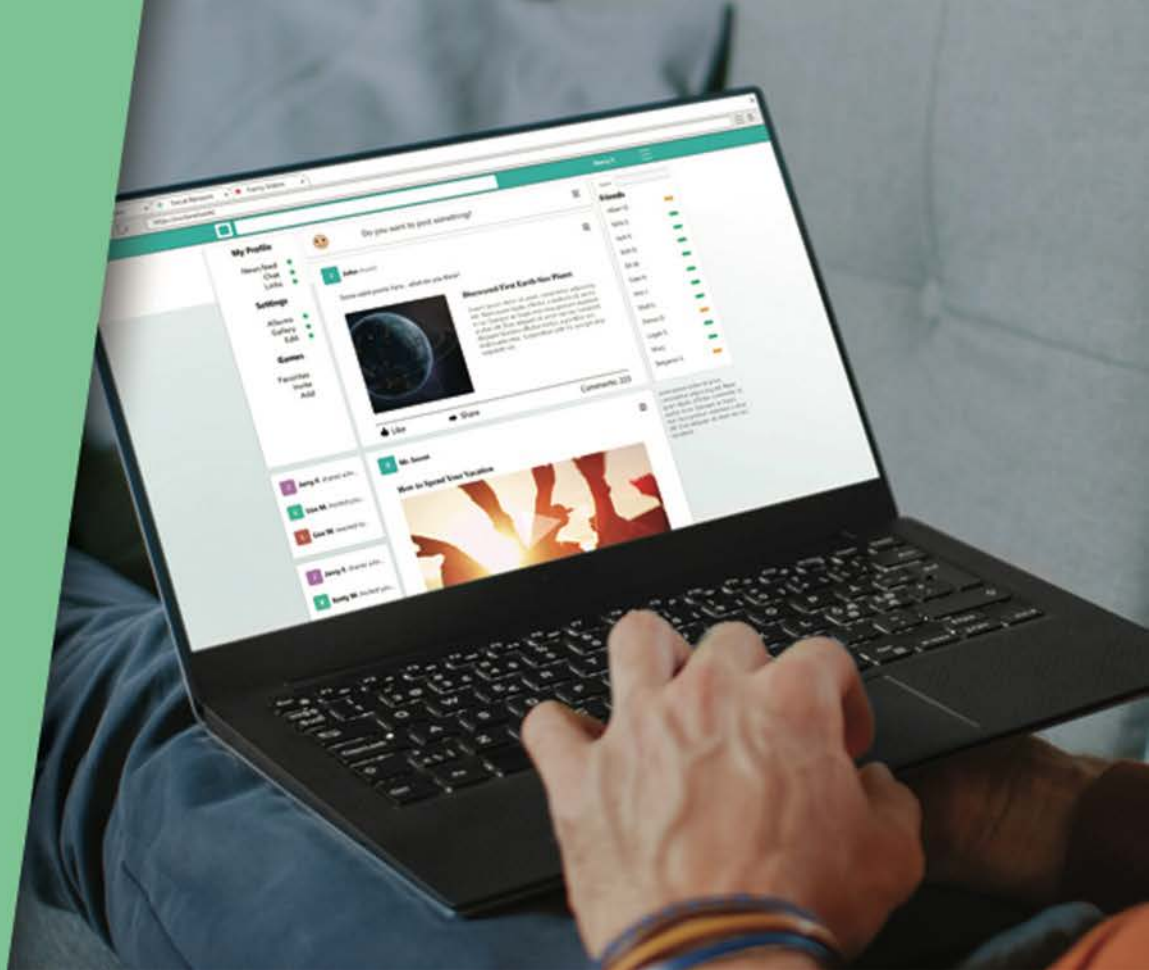
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How to Keep Email Marketing Costs Down

1. Plan in Advance – Develop a Content Strategy so you are not scrambling
2. Repurposing and Recycling Your Existing Content
3. Using Templated Formats
4. Watch Your Volume
5. Consider Outsourcing Part and Doing Part In House

Clicks



Engagement- Connection, Clicks & Collaboration

1. Auto-Drip Emails/
Lead Nurture Campaigns
1. Event Announcements
2. Single Topic Emails
3. Collaboration
Opportunities



The Best Emails To Send

Auto-Drip Campaign Lead Nurture Campaigns

- Buyer Research
- Messaging Plan & Cadence
- Content
- Relevancy
- Re-evaluate
- Sales Funnel



Collaboration





Connection & Clicks-Confirmation Email

59%

Open Rate

25%

Click-Through Rate

Buyer is in control, sets the pace

Welcome to Amblebrook



THANKS FOR YOUR INTEREST. YOU'RE GOING TO LOVE IT HERE.

With a fun vibe and resort-level amenities, Amblebrook is perfect for people who want more from their active adult lifestyle. This one-of-a-kind community nurtures a spirit of strong friendships, wide-ranging experiences and lifelong adventures. The result? More everyday joy. We invite you to visit and experience this inspiring lifestyle for yourself.

Be sure to save this email - it covers everything you need to know about our community and the charm, history, culture and convenience of Gettysburg.

IMPORTANT LINKS



ENJOY THE GETTYSBURG LIFESTYLE



From popular restaurants and festivals to authentic history and events, Gettysburg offers a unique lifestyle that combines the laid-back benefits of a small town with easy access to big-city conveniences. Everything you need is in Gettysburg, but when the city calls, Baltimore, D.C., Philadelphia and New York City are just a short drive away.

Connection & Clicks Confirmation Email

Drip Campaign Overview

Overall Performance	Sent	Opened	Open Rate	# of Links	Clicks	CTR
01 - Drip Series - Confirmation Email	220	129	59%	1	32	25%
02 - Drip Series - Welcome Email - v2	392	175	45%	11	49	28%
03 - Drip Series - Gettysburg Location	387	156	40%	1	7	4%
04 - Drip Series - Community Lifestyle & Programming	353	157	44%	1	13	8%
05 - Drip Series - Amenity Overview	352	133	38%	1	6	5%
06 - Drip Series - Clubhouse Spotlight	353	133	38%	1	0	0%
07 - Drip Series - Wellness Spotlight	341	118	35%	1	3	3%
08 - Drip Series - Intro to Home Products	329	125	38%	1	22	18%
09 - Drip Series - Community FAQs	307	124	40%	10	19	15%
10 - Drip Series - Tax Benefits	277	124	45%	1	9	7%
11 - Drip Series - Are You Still in the Market	242	103	43%	7	12	12%
Total	3,553	1,477	42%	36	172	12%



FITNESS CENTER AT ROCK CREEK

*Private Event for our Amblebrook
Residents and Interest List*

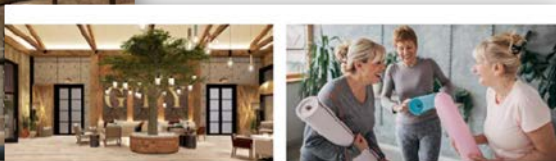
We promised you exciting community updates by
up to our interest list...so we made sure to del
We are thrilled to invite you to this exclusive e

SATURDAY, NOVEMBER 5, 12 P.M. - 3

RSVP

Please reserve your space by October 27

Our multi-million-dollar amenity campus is almost
and now, we invite you to tour the gorgeous Fitness
Rock Creek Club. Sporting a state-of-the-art strength
room, a full gymnasium with indoor pickleball co
half-court basketball, a yoga studio, as well as an indoo
spa, the Fitness Center is all the health club you'll e
RSVP today!



OVER 50,000 SQUARE FEET
OF INDOOR AMENITIES

10 DECORATED MODEL HOMES

3 AWARD WINNING BUILDERS

ONSITE WELLNESS PARTNER,
WELLSPAN HEALTH

FITNESS CLASSES

PICKLEBALL & BASKETBALL GAMES

COUNTRY LINE DANCING

FOOD TRUCKS

LIVE MUSIC & ENTERTAINMENT

RAFFLES & GIVEAWAYS

AND MORE!

RSVP NOW

55+ ACTIVE ADULT LIVING | SINGLE-FAMILY & VILLA HOMES FROM THE \$300s | 10 DECORATED MODELS

Event Announcement

*You've earned all the breaks.
Including the ease of a new home.*



WATCH YOUR DOLLAR GO FURTHER BY OPTING TO BUY NEW RATHER THAN RENOVATE THAT EXISTING HOME. The benefits of life at Amblebrook go far beyond the luxurious amenities and built-in lifestyle. Breathe easier by getting the home you really want and enjoying the exceptional tax breaks offered to retirees in Pennsylvania.

The benefits of buying new...



**FAR LESS MAINTENANCE
VIRTUALLY NO REPAIRS**

**GREATER ENERGY-EFFICIENCY
EQUATES TO BIG SAVINGS**

**YOUR CHOSEN DESIGN AND UPGRADES MEAN
THE HOME OF YOUR DREAMS**

The following do not have a tax:

RETIREMENT
INCOME



SOCIAL
SECURITY



PUBLIC AND
PRIVATE PENSION
INCOME



IRA
INCOME



401K INCOME
SOURCES



MILITARY
RETIREMENT



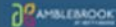
Additional Benefits:

- Those 65+ may be eligible for rebates on housing costs
- Ranked #3 in gasoline tax
- Food and clothing is not taxed
- Withdrawal from retirement accounts is not taxed

Want to live a carefree life at Amblebrook?

**DISCOVER HOW AMBLEBROOK CHECKS
ALL THE BOXES**

55+ ACTIVE ADULT LIVING | NEW HOMES FROM THE \$300s | 10 DECORATED MODELS



35 LAMAR STREET, SUITE 100
GETTYSBURG, PA 17325
(717) 334-1111



AMBLEBROOK GETTYSBURG, PA 17325 is a community intended to provide housing primarily for persons 55 years of age or older and contains no common areas. The community does not discriminate on the basis of race, sex, or age in its policies and procedures. Any information provided herein is for informational purposes only and does not constitute an offer. Please contact the sales representative for more information. Information provided may vary from time to time without notice. © 2023 Amblebrook. All rights reserved. Amblebrook is a registered trademark of Amblebrook. All other trademarks are the property of their respective owners.



Single Topic Email

Collaboration

- New Home Counselors and “What’s in it for me!?”
- Methods to move prospects down the funnel
- Engagement data to inform operational and business decisions



Collaboration Opportunities

Floor Plan Downloads

Q3 2022

Floorplan Download	Total Events ▾	% Δ
1. Hayes 1,957-2,781 sq.ft. 2-4 BD 2.5-3.5 BA	479	2.8% ↑
2. Osmond 1,409-1,513 sq.ft. 3 BD 2 BA	465	-3.5% ↓
3. Jennings 2,349 sq.ft. 3 BD 2 BA	424	-14.5% ↓
4. Bancroft 1,518 sq.ft. 2 BD 2 BA	405	-15.8% ↓
5. Kellaway 1,661-2,206 sq.ft. 2 BD 2 BA	391	-9.5% ↓
6. Lincoln 1,483 sq.ft. 2 BD 2 BA	384	-22.4% ↓
7. The Virtuoso 1,784-2,650 sq.ft. 2-3 BD 2-3 BA	345	9.9% ↑
8. Laguna 2,121 sq.ft. 3 BD 2 BA	318	-5.6% ↓
9. The Curator 1,767-2,765 sq.ft. 2-3 BD 2-3 BA	275	12.7% ↑
10. The Adventurer 2,016-2,972 sq.ft. 2-3 BD 2-3 BA	242	26.7% ↑
11. Ives 1,771 sq.ft. 2 BD 2 BA	224	0.0%
12. The Enthusiast 1,626-2,613 sq.ft. 2-3 BD 2-3 BA	201	3.6% ↑
13. The Inspire 2,487-3,796 sq.ft. 2-4 BD 2.5-4 BA	189	-9.1% ↓
14. Puccini II 1,440 sq.ft. 3 BD 2 BA	175	-44.1% ↓
15. The Haven 2,060-3,182 sq.ft. 2-3 BD 2-3.5 BA	162	-4.1% ↓
16. The Unity 2,334-3,912 sq.ft. 2-3 BD 2.5 BA	144	2.9% ↑
17. The Eden 2,200-3,395 sq.ft. 2-3 BD 2-3.5 BA	121	-11.7% ↓
Grand total	4,944	-7.1% ↓

Q2 2022

Floorplan Download	Total Events ▾
1. Jennings 2,349 sq.ft. 3 BD 2 BA	486
2. Lincoln 1,483 sq.ft. 2 BD 2 BA	484
3. Bancroft 1,518 sq.ft. 2 BD 2 BA	477
4. Osmond 1,409-1,513 sq.ft. 3 BD 2 BA	471
5. Hayes 1,957-2,781 sq.ft. 2-4 BD 2.5-3.5 BA	461
6. Kellaway 1,661-2,206 sq.ft. 2 BD 2 BA	426
7. Laguna 2,121 sq.ft. 3 BD 2 BA	334
8. Puccini II 1,440 sq.ft. 3 BD 2 BA	307
9. The Virtuoso 1,784-2,650 sq.ft. 2-3 BD 2-3 BA	307
10. The Curator 1,767-2,765 sq.ft. 2-3 BD 2-3 BA	238
11. Ives 1,771 sq.ft. 2 BD 2 BA	223
12. The Inspire 2,487-3,796 sq.ft. 2-4 BD 2.5-4 BA	202
13. The Enthusiast 1,626-2,613 sq.ft. 2-3 BD 2-3 BA	190
14. The Adventurer 2,016-2,972 sq.ft. 2-3 BD 2-3 BA	187
15. The Haven 2,060-3,182 sq.ft. 2-3 BD 2-3.5 BA	166
16. The Unity 2,334-3,912 sq.ft. 2-3 BD 2.5 BA	137
17. The Eden 2,200-3,395 sq.ft. 2-3 BD 2-3.5 BA	133
Grand total	5,229



July 1st – September 30th, 2022

Collaboration Opportunities

Top Floor Plans by Builder

Q3 2022

Lennar Homes Floorplan Downloads

Floorplan Download	Total Events ▾	% Δ
1. Jennings 2,349 sq.ft. 3 BD 2 BA	424	-14.5% ↓
2. Bancroft 1,518 sq.ft. 2 BD 2 BA	405	-15.8% ↓
3. Lincoln 1,483 sq.ft. 2 BD 2 BA	384	-22.4% ↓
4. Laguna 2,121 sq.ft. 3 BD 2 BA	318	-5.6% ↓
Grand total	1,531	-15.4% ↓

Elevate Homes Floorplan Downloads

Floorplan Download	Total Events ▾	% Δ
1. The Virtuoso 1,784-2,650 sq.ft. 2-3 BD 2-3 BA	345	9.9% ↑
2. The Curator 1,767-2,765 sq.ft. 2-3 BD 2-3 BA	275	12.7% ↑
3. The Adventurer 2,016-2,972 sq.ft. 2-3 BD 2-3 BA	242	26.7% ↑
4. The Enthusiast 1,626-2,613 sq.ft. 2-3 BD 2-3 BA	201	3.6% ↑
5. The Inspire 2,487-3,796 sq.ft. 2-4 BD 2-5 BA	189	-9.1% ↓
6. The Haven 2,060-3,182 sq.ft. 2-3 BD 2-3.5 BA	162	-4.1% ↓
7. The Unity 2,334-3,912 sq.ft. 2-3 BD 2.5 BA	144	2.9% ↑
8. The Eden 2,200-3,395 sq.ft. 2-3 BD 2-3.5 BA	121	-11.7% ↓
Grand total	1,679	5.1% ↑

Caruso Homes Floorplan Downloads

Floorplan Download	Total Events ▾	% Δ
1. Hayes 1,957-2,781 sq.ft. 2-4 BD 2.5-3.5 BA	479	2.8% ↑
2. Osmond 1,409-1,513 sq.ft. 3 BD 2 BA	465	-3.5% ↓
3. Kellaway 1,661-2,206 sq.ft. 2 BD 2 BA	391	-9.5% ↓
4. Ives 1,771 sq.ft. 2 BD 2 BA	224	0.0%
5. Puccini II 1,440 sq.ft. 3 BD 2 BA	175	-44.1% ↓
Grand total	1,734	-9.5% ↓

Lennar Homes Floorplan Downloads

Floorplan Download	Total Events ▾
1. Jennings 2,349 sq.ft. 3 BD 2 BA	486
2. Lincoln 1,483 sq.ft. 2 BD 2 BA	484
3. Bancroft 1,518 sq.ft. 2 BD 2 BA	477
4. Laguna 2,121 sq.ft. 3 BD 2 BA	334
Grand total	1,781

Elevate Homes Floorplan Downloads

Floorplan Download	Total Events ▾
1. The Virtuoso 1,784-2,650 sq.ft. 2-3 BD 2-3 BA	307
2. The Curator 1,767-2,765 sq.ft. 2-3 BD 2-3 BA	238
3. The Inspire 2,487-3,796 sq.ft. 2-4 BD 2.5-4 BA	202
4. The Enthusiast 1,626-2,613 sq.ft. 2-3 BD 2-3 BA	190
5. The Adventurer 2,016-2,972 sq.ft. 2-3 BD 2-3 BA	187
6. The Haven 2,060-3,182 sq.ft. 2-3 BD 2-3.5 BA	166
7. The Unity 2,334-3,912 sq.ft. 2-3 BD 2.5 BA	137
8. The Eden 2,200-3,395 sq.ft. 2-3 BD 2-3.5 BA	133
Grand total	1,560

Caruso Homes Floorplan Downloads

Floorplan Download	Total Events ▾
1. Osmond 1,409-1,513 sq.ft. 3 BD 2 BA	471
2. Hayes 1,957-2,781 sq.ft. 2-4 BD 2.5-3.5 BA	461
3. Kellaway 1,661-2,206 sq.ft. 2 BD 2 BA	426
4. Puccini II 1,440 sq.ft. 3 BD 2 BA	307
5. Ives 1,771 sq.ft. 2 BD 2 BA	223
Grand total	1,888

30

Q2 2022

Collaboration - Get the Sale!

- Lead scoring based on engagement with web, emails, visits, conversations
- Sent directly to builder team to follow up immediately
- Real time
- Highly qualified
- Move them down the funnel faster!
- Work together better as a team!



Robert - Action Strategy & Results

1. Before and After Pandemic Stats. Why it's not dead. Historic engagement.
2. Type of Buyer ID (Investor, First Time Home Buyer, Move Up)
3. Workflows - What is the Purpose and What Do You Want Them to Do?
4. Subject Lines/Time of Day to Send
5. Framework to repeat and become efficient
6. Automation (Drip/Rule Based added value)
7. Customer Journey

Automation & Email Marketing



Notification & distribute lead to sales by OSC, community or project



Update CRM with preferences



Add to Hot List



Add to email and text drips



Confirmation Email to Buyer



Increase lead score



Automated Text from Sales Contact



Automated tagging for preferences



JAN 21ST | 10AM - 2PM

EXCLUSIVE NEW HOME SALE AT THE HOLLOWS ON LAKE TRAVIS



THE HOLLOWS LUXURY HOME TOUR

EXPERIENCE INSIDE ACCESS TO 11 MOVE-IN READY HOMES

Ever wondered what life on the lake feels like? Get the chance to experience true lake living in a luxury home built by Austin's #1 Custom Homebuilder, Giddens Homes. Join us, January 21st from 10 AM- 2PM and view 11 move-in ready homes with premier features and finishes at a newly reduced cost.

RSVP NOW



FEATURED INVENTORY

MONTECITO II 19601 TRANQUILITY FALLS PATH

PRICE REDUCTION
READY NOW

2,653 SQ. FT. | 4 | 3.5 | 2 | STUDY & STORAGE | MORE INFO

MONTECITO II 19601 TRANQUILITY FALLS PATH

PRICE REDUCTION
READY NOW

2,653 SQ. FT. | 4 | 3.5 | 2 | STUDY & STORAGE | MORE INFO

MONTAGE 19500 DIVERSION CIRCLE

PRICE REDUCTION
READY NOW

3,252 SQ. FT. | 4 | 4.5 | 3 | STUDY & LAKE ROOM | MORE INFO

MONTAGE 6105 DESTINATION WAY

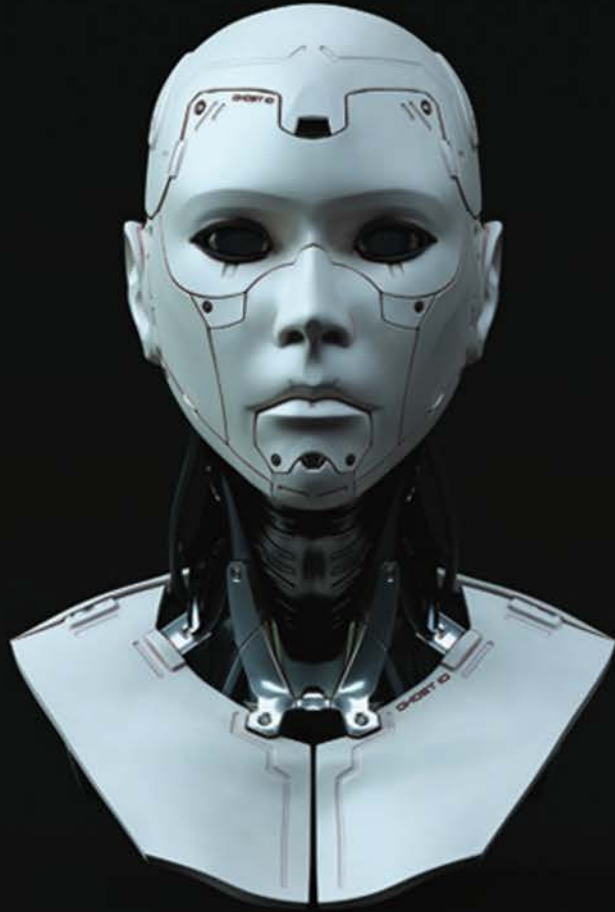
PRICE REDUCTION
READY NOW

3,252 SQ. FT. | 4 | 4.5 | 3 | STUDY & LAKE ROOM | MORE INFO

REDONDO 19513 TRANQUILITY FALLS PATH

PRICE REDUCTION
READY NOW

2,207 SQ. FT. | 3 | 3 | 2 | STUDY ROOM | MORE INFO



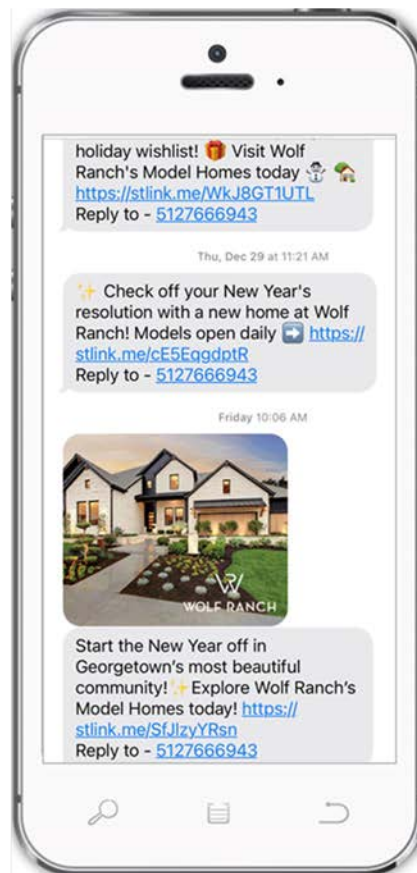
Threats to reliability of metrics because of privacy measures

Open rate reliability is threatened by Introduction of bot filtering and Apple Mail Privacy (60% of global mailboxes).

Expected trend to consider KPIs:

- Clicks
- Spam Rate
- Web Traffic and its Quality
- Unsubscribe Rate

Text is the Old Channel with New Users that Works



SMS Marketing

3.8 billion people around the world carry a cell phone. Why not make the best of it by just sending a message?


98%






SMS Open Rates


While only **3%** of marketing emails have an open rate above 50%










According to a Campaign Monitor Research




Run Report




Dashboard

My appointments

My Actions

Contacts

Campaigns

Forms

My appointments

Reports

Automation


Date Range

Last 30 Days

Phone Numbers

All





Run Report


Search

Export to Excel




Message	Sent Count	Delivered	Undelivered	Click Rate	Date Sent
Searching for a luxury ho...	1150	1135 98%	15	50 4%	01-20-2023 06:53 AM
	270	258 95%	12	0 0%	01-18-2023 07:18 AM
New luxury homes at spe...	1026	1012 98%	14	105 10%	01-18-2023 07:17 AM
New luxury homes at spe...	229	227 99%	2	15 6%	01-18-2023 06:41 AM

Showing 1-5 from 5 Engagements(s)



1


Engagements per page

25

NAHB IBSTM

IBS Education |    #IBS2023

Five C's of Email Marketing



~~Five~~ C's of Email Marketing



Six C's of Email Marketing



Ask the Panel of Experts



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Q&A

