

What's Your Hook?

The Forgotten Art of Storytelling in
New Home Marketing



IBS Education

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Video Clip 1

Video Clip 2

The Tackle Box & The Hook





Turning Land into a Brand

There is a story.

What's In A Brand?



Brand Stories Before 2020

TRES LAGOS
LIVE LIFE BY DESIGN

DREAM IT.
BUILD IT.
Love It!

TRES LAGOS
LIVE LIFE BY DESIGN

Lakefront Living

The Beauty
OF AN
ESPERANZA HOME

Esperanza Homes has won multiple awards for design, energy efficiency. With prices starting in the low \$200s, you can have the functional, beautiful and comfortable home you've always dreamed of.

TRES LAGOS
LIVE LIFE BY DESIGN

HOMES FROM
THE LOW \$200s

TRES LAGOS + ESPERANZA HOMES =
Your Best Life!

Spending more time at home? Make the most of it with a new Esperanza Home in north McAllen's premier community, Tres Lagos!

What would make your new home a perfect fit?

Please Select One

- HOME OFFICE
- EXTRA BATHROOM
- LARGE OUTDOOR LIVING SPACE
- LOFT OR GAME ROOM
- ACCESS TO AMENITIES
- OR SELECT ALL OF THE ABOVE

AMENITIES FOR EVERYONE

Imagine having all these amenities steps from your front door:

- Resort-style swimming pool
- Tri-level tanning deck
- Fitness center
- Community center
- 100 acres of lakes
- 200+ acres of public parks
- Over 20 miles of trails

TAKE THE FIRST STEP!

Contact me for a tour:

- VIDEO WALK THROUGH
- PRIVATE 1:1 TOUR

RHODES ENTERPRISES
MORE THAN \$26M IN DONATION FOR COMMUNITY PRESERVATION & IMPROVEMENT

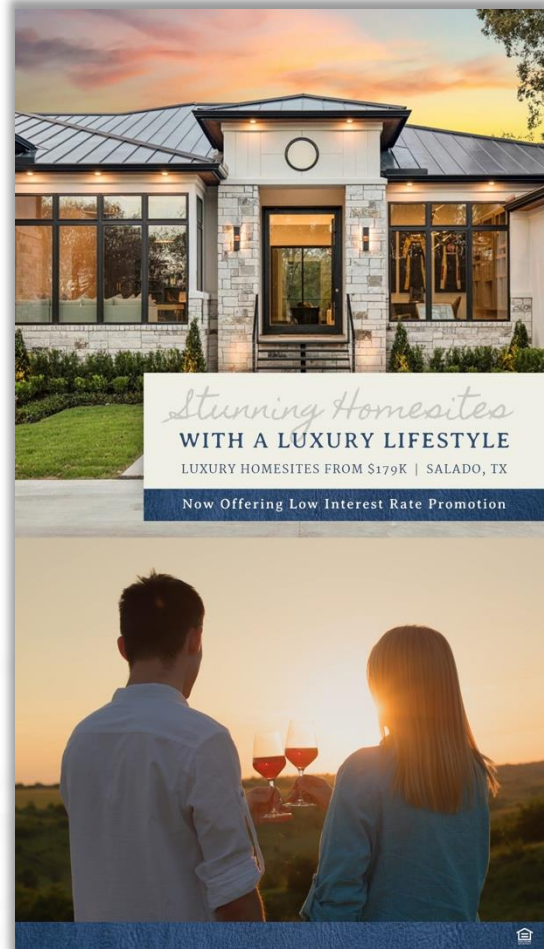
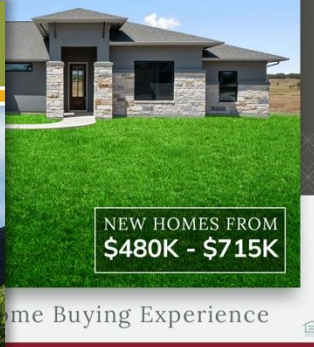
ATP AWARD
HIGHEST CUMULATIVE SAVINGS
2019

#IBS2025

Brand Stories After 2020



SOUTH FORK MODEL HOME PARK



National Finalists



20 Silver Awards & Finalist
for Gold



13 Silver Awards & Finalist for
Gold



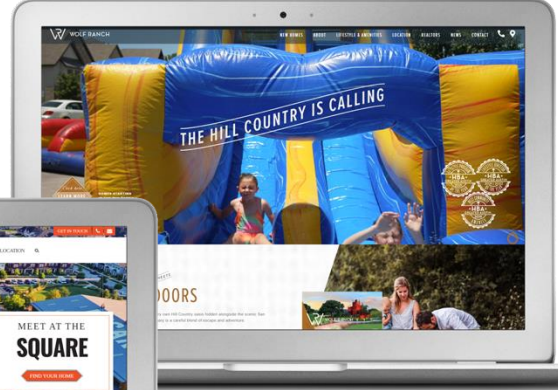
5 Silver Awards & Finalist for
Gold



Master Plan Community of the Year National Finalists



www.avemaria.com



pecansquarebyhillwood.com



wolfranchbyhillwood.com

Meet Your Speakers



DIANA CARROLL
MARKETING DIRECTOR
HILLWOOD COMMUNITIES



JENNIFER COOPER
FOUNDER & CEO
EVOLUTION MARKETING



ROBERT COWES
PRESIDENT & CEO
SMARTTOUCH® INTERACTIVE



BILL SIEVERTSEN
DIR. OF CLIENT SERVICES
MILESBRAND



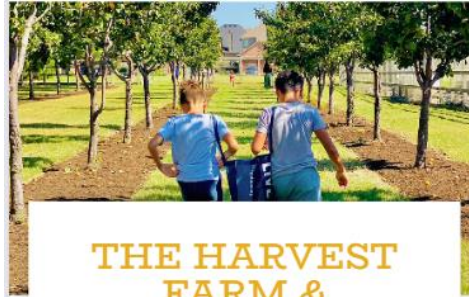
Why Your Hook Matters

Why Your Hook Matters



WELCOME TO THE AGRIHOOD

The family farming heritage that inspired Harvest continues to shape a new kind of agrarian culture – one that values farm-to-table produce, modern country living, community connection, and homegrown friendships. In so many ways, our farm and gardens nourish the soul of our community.



THE HARVEST FARM & ORCHARD

The Harvest Farm is a fully functioning, on-site farm managed by Farmer Ross. He grows a variety of produce – such as lettuces, tomatoes and carrots – and sells them at farmers markets and to area hotels and restaurants. He also uses the produce for the CSA (Community Supported Agriculture), a paid resident membership program. He drops off fresh produce that he grows as well as from local farmers he partners with directly on to the residents' front door along with delicious recipes.



MEET FARMER ROSS

As the operator of our on-site commercial farm, Farmer Ross is passionate about helping Harvest homeowners and kids connect with their food through classes, volunteer opportunities, and farming advice that's both free and priceless.

Like many professional farmers, Farmer Ross has a master's degree from one of the nation's leading agricultural colleges, Texas A&M University. Unlike many of those professionals, however, his degree is in business! So while he's using sustainable practices to grow fresh produce, he's also building a thriving farming operation that serves local farmers markets and restaurants – while surplus crops go to Tarrant Area Food Bank.



Understanding the Psychology of the Hook



Brand & Differentiation should be woven through the fabric of your community stories



1

Familiarity

The more familiar someone is with an option, the more likely they are to choose it.
The more times customers see your brand, the better.

2



Reciprocity

People feel compelled to reciprocate when given something.

The best way to get what you want, is to give first.

3



Commitment

When people make a commitment, they feel obligated to fulfill it.
The goal is to get that first commitment from your target audience.

The Psychology of Integrated Communication

4



Social Proof

People tend to like things that their peers like and trust.
Use social media to encourage and take advantage of social proof.

5



Likability

The more someone likes a brand or company, the more likely they are to buy from them.

Being positive, engaging, and helpful.

6



Authority

People are persuaded by those they perceive to be credible and authoritative.
Create content that helps demonstrate your knowledge.



95 Seconds

All it takes for a consumer to make up their mind about the product they are going to purchase.

The consumer's decision is subconscious, and it is aided by visual elements.

Brand & Community – Cart & Horse

The brand is not the community, itself!

Brand is a tool of the community that enables it to compete in the market.

It's an externally facing entity that enables the organization to construct a desirable image with its residents and prospects.

To this end, the brand has three objectives:

#1: Identify the community's offerings (e.g. logos, mottos, unique features)

#2: Differentiate it from competitors

#3: Add unique value above and beyond the "utility" of the community itself



Let's Get Analytical

From the perspective of the consumer, the brand exists nowhere else but in their mind.

The brand is a set of automatic associations, and these come in two flavors: semantic, and emotional.

Semantic associations are what the brand means. What does the brand make you *think* about?

-Semantic associations are the constellation of unique attributes, ideas, and connections that we readily **associate with the brand**.

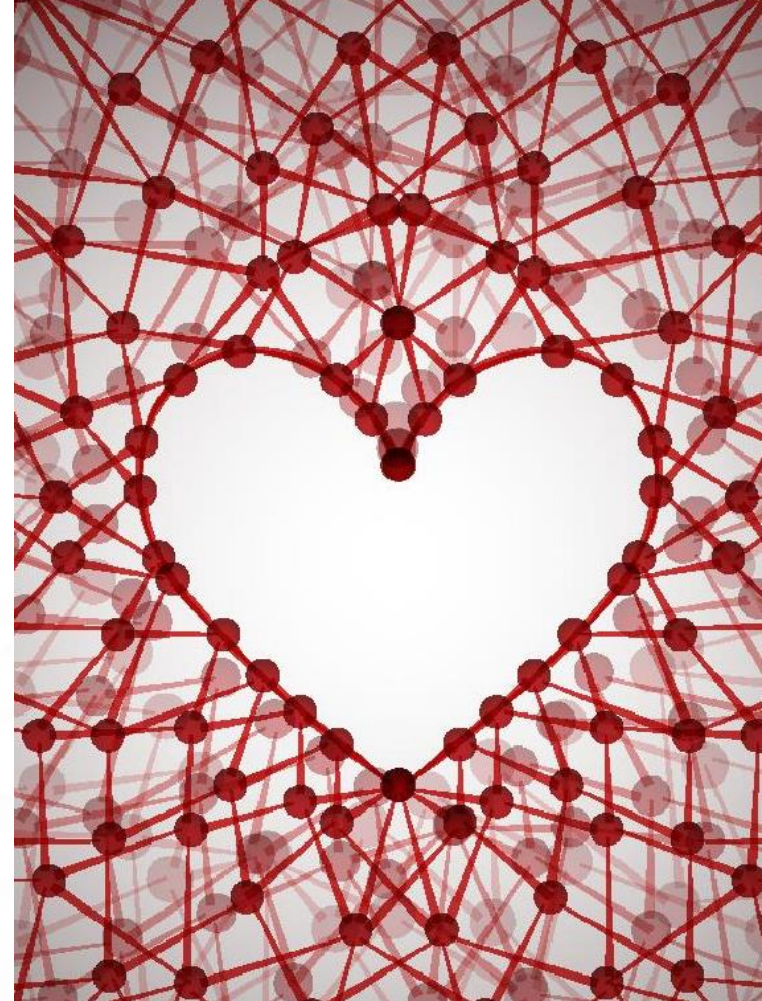


Let's Get Analytical

Brand **emotional associations**.

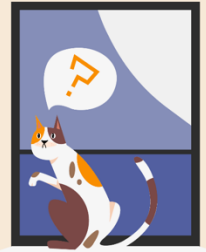
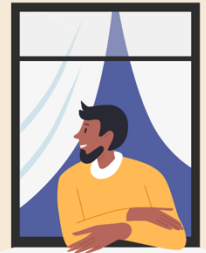
What does the brand make us feel?

- Ultimately, the most important emotional association is whether or not they exude warmth: Do we trust this brand and do we feel that they have good intentions?
- Brands that are perceived to be high on warmth benefit from the strongest and most enduring **bonds with their consumers**.



Marketers can expedite the branding process by leveraging social psychology.

- But our social nature goes beyond even that: it shapes how we see the world. We see inanimate objects as having human qualities.
- We see brands the same way as we see people: as having human-like qualities
- By making these **psychological characteristics** a primary component, companies can galvanize the brand-building process, and ultimately sculpt a highly distinct, engaging, and relatable brand.



Why A Hook Captivates Buyers



How does
get more done.



It's
finger lickin'
good



Think different.

The Power of Emotional Storytelling



10 harvestSM
A Decade Of Doing Life Together





Differentiation in a Competitive Market

Community Positioning

Defining your unique value proposition for your community and how to incorporate in your sales pitch & marketing is key!

- What makes your location TRULY unique?
- Understand and sell your school districts*
- Your proximity to industry and entertainment
- Selling future development
- Selling walkability/location/recreation
- Positioning home design for the buyer for that location
- Selling yard configuration and use easements/setbacks*
- Understanding location utilities/ avg monthly payments & programs
- Understanding HOA and taxes



Competitive Market Differentiation

BIGGER SELECTION BRIGHTER MEMORIES

MEYER RANCH
NEW BRAUNFELS, TEXAS

BELLA VISTA HOMES CHESHAM HOMES
Gehan HOMES HIGHLAND HOMES
PRINCETON HOMES tri pointe

LIVE BIGGER AND BRIGHTER

Everyone knows what they say about the stars here in Texas. But anyone who's lived close to San Antonio or Austin might have forgotten what big, wide open spaces even look like. And the stars? Forget about it.

But since you fell for Meyer Ranch you've understood just what bigger and brighter truly means. Big, open spaces for your family to stretch out — in your home and out in the community. Bright lights dancing up from the community fire pits and down from stars dotting the sky. Bouncing color, energy, promise and development that live your way and for living just alike. And the peace and quiet that gives you space to relax or really enjoy the concerts on our award lawn without distraction.

And because it's just a stone's throw from downtown New Braunfels and a short commute to San Antonio and Austin — living at Meyer Ranch lets you experience life deep in the heart of Texas without giving up the city conveniences you've come to rely on.

HOMES FROM THE \$300s

MEYER RANCH
NEW BRAUNFELS, TEXAS

VS

VERAMENDI
THE TEXAS HILL COUNTRY LIFE

PLAY LEARN

IT'S ALL WITHIN REACH

New Homes in New Braunfels, Texas
EXPLORE VERAMENDI

LIVE

IT'S ALL WITHIN REACH

VERAMENDI
THE TEXAS HILL COUNTRY LIVING

Live, work, learn. Want a great place and parks? We got you. Family? We have everything you need. Come to Veramendi. It looks like for you.

PLAY LEARN

IT'S ALL WITHIN REACH

New Homes in New Braunfels, Texas
EXPLORE VERAMENDI



The Strategic Messaging Framework



Crafting the Perfect Hook

Brand Charrettes

Objectives & Land/Homes
Plan Discovery

Idea Storm of the Vision

Cut Outs & Clips Boards

Identifying Brand Pillars

Your Story
(The Positioning Statement)

Image Sourcing

Mood Board Development

The Power of Emotion

Make 'Em Laugh or Make 'Em Cry



Finding What Resonates

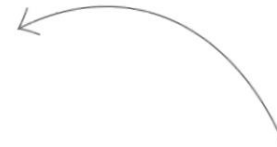


The Problem to Solve



I'll have...

a venti skinny caramel ribbon
one-pump halfcafé oatmilk machiatto
extra whip double-cup with legs.



If you can do this
with a cup of coffee,
why can't you do it
with a new home?

TrueHomes
IT'S ALL ABOUT U

Captivate and Engage Buyers

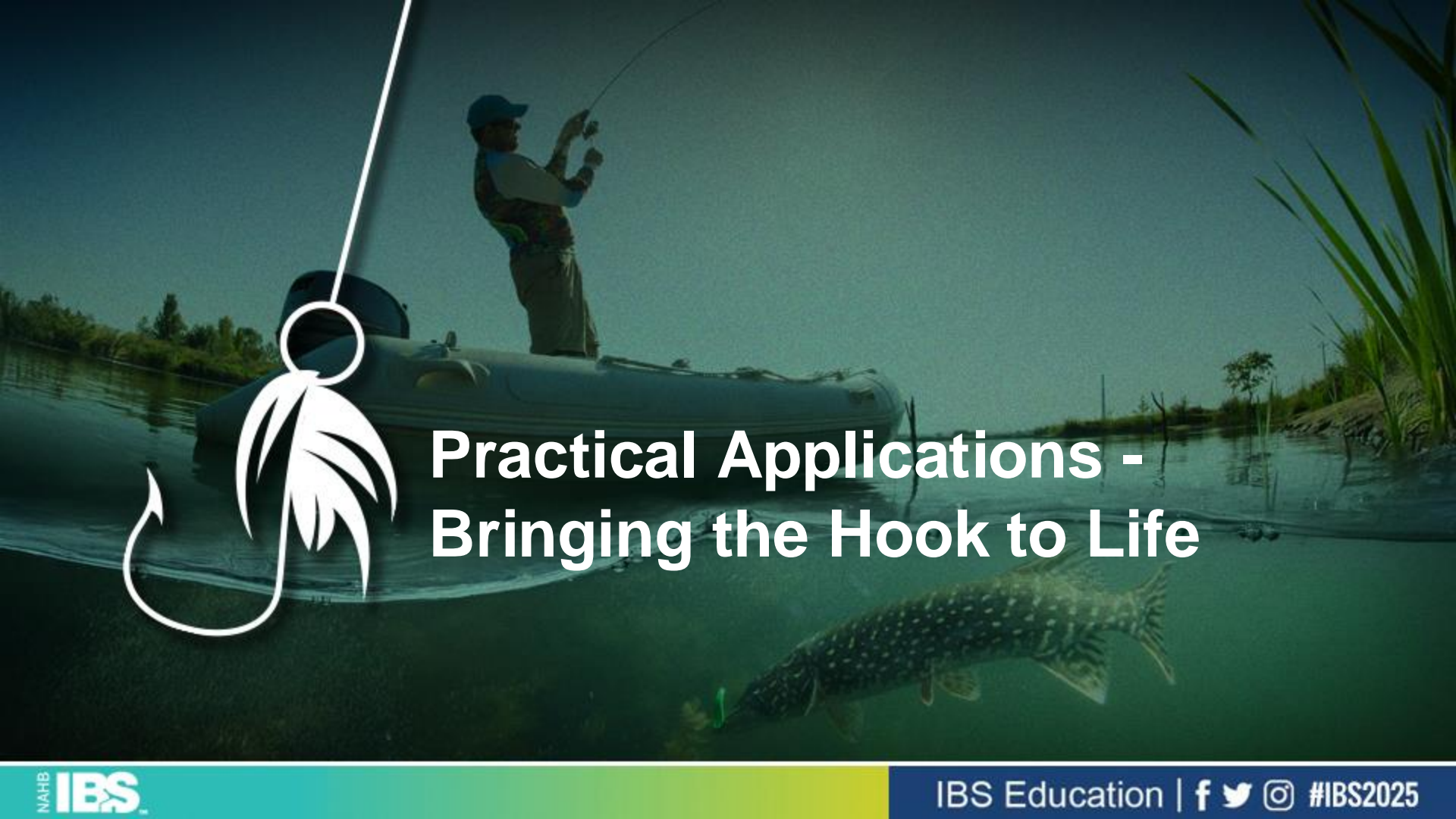
Seek Unique. Communicate Consistently.





Audience Question:

**What Is Your
Brand Promise?**



Practical Applications - Bringing the Hook to Life

True Homes: “It's All About U”



TrueHomes
IT'S ALL ABOUT U



VIDEO



CORPORATE BROCHURE

True Homes: "It's All About U"



SIGNAGE, SALES OFFICE

PRINT AD



Harvest by Hillwood

18 hours ago



Feelin' groovy at our Harvest 50+ trivia night 🙌 🎸 🌍. A far-out evening with neighbors and funky facts! #harvestbettertogether





Custom Home Builder Revenue Strategies

Build On Your
Lot - BOYL



Build On Our
Lot- BOOL



Community
Spec



Scattered
Spec

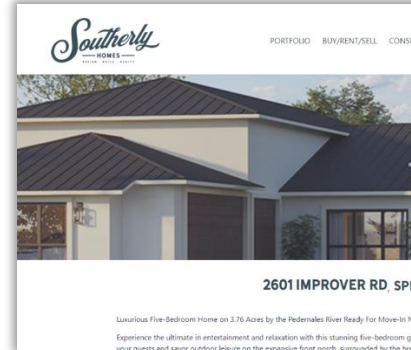


4 Different Campaigns

**Build On Your
Lot - BOYL**



**Scattered
Spec**



**Community
Lot Take
Down - BOOL**



**Community
Spec**



BOYL CUSTOM HOME
DREAMER

DREAMING OF A FOREVER HOME

Ready to Build On My Lot

I own the perfect Central Texas lot in a spacious multi-acre community. With the comfort of a successful career and finances comfortably in place, I'm ready to build my dream forever home with plenty of space, but not too big, just right for enjoying the Texas sunsets and gathering with our children and friends.



Custom Homes Built On the Foundation of Perfection.



VISION EXPERTISE PRECISION DEVOTION GUARANTEE

Exceeding Expectations.

When Building a custom home, you have big expectations that your dream home is brought to life, perfectly. At Urban Home Builders led by Gary Zygmunt we have been exceeding those desires for decades. Gary crafts 'perfection' by building one home at a time. This allows for a meticulous approach and relentless drive for precision in every detail of the building experience. His commitment to excellence is rooted in every facet of the building process from the first meeting to move in, Gary is with you every step of the way. Build your dream home with the team that can exceed all your expectations.

GARY ZYGMUNT

AUSTIN TEXAS

The Time is Now
To Get Your New Address.

Payments as low as

\$899

on a [Loan Type] 30-Year Fixed Mortgage.



First Last
Mortgage Loan Originator, NMLS #1000000
1234 Street, City, ST 00000
300-000-0000 direct | 300-000-0000 ext | 800-000-0000 ext
fla@dhimortgage.com
dhimortgage.com/first
See how it works!

Financing offered by [Licensing Info], Company NMLS #14622. DHIM is an affiliate of D.R. Horton. For more information about DHIM and to learn more about our services, please visit www.dhimaggage.com. All loans are subject to credit review and approval. The actual amount of the loan will depend on the borrower's creditworthiness. © 2019 DHI. All rights reserved.

The Time is Now
To Get Your New Address.

Special Rates Available on Select D.R. Horton Homes

7.15%



First Last
Mortgage Loan Originator, NMLS #000000
1234 Street, City, ST 00000
300-000-0000 direct | 300-000-0000 ext | 800-000-0000 ext
fla@dhimortgage.com
dhimortgage.com/first
See how it works!

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THE TIME IS NOW

Special Rates Available on Select D.R. Horton Homes **X.XX%**

SAVE ON THAT NEW ADDRESS. **APPLY NOW**

Financing offered by [Licensing Info], Company NMLS#14622. DHIM is an affiliate of D.R. Horton. For more information visit www.dhimaggage.com/affiliate/. Equal Housing Opportunity.



Proposed Ad Campaign Ideas for D. R. Horton

Exit Sale Has Intentional Hooks

RETRREAT at HERO WAY COMMUNITY CLOSEOUT

THE LESS YOU WAIT
THE MORE YOU SAVE!

\$30K
YOUR WAY

COME IN TODAY
AND SEE HOW
YOU CAN SAVE

RETRREAT at HERO WAY COMMUNITY CLOSEOUT

THE LESS YOU WAIT
THE MORE YOU SAVE!

HOMES FROM THE \$350s

\$30K
YOUR WAY

Use towards
Rate Buydown,
Closing Costs
or Upgrades!

FINAL CHANCE TO OWN IN LEANDER, TEXAS

Developing a Series of Hooks

Wolf Ad Campaign

**NOTHING OVERLOOKED.
EXCEPT HILL COUNTRY.**

WOLF RANCH
GEORGETOWN, TX

**LIFESTYLE PROGRAM
HBA
GREATER AUSTIN
2021
OF THE YEAR**

CALL IT A DAY. MAKE IT A NIGHT.

At Wolf Ranch, we built more than a community, we crafted an oasis for living filled with memories in the making. It's a place where daily life is anything but ordinary and neighbor is just another word for friend. With thoughtful attention to detail, everything is specially planned to help you live life to the fullest. In fact, the only thing we overlook is Hill Country. And that makes all the difference.

LIVE YOUR BEST LIFE IN BEAUTIFUL CONVENIENCE.
NEW HOMES FROM THE \$400s - \$800s

WOLF RANCH
GEORGETOWN, TX

A LIFESTYLE CRAFTED FOR REMARKABLE LIVING

LIVE it UP

WOLF RANCH is not just homes, it is an escape to your best life. You see that what you need here and live life to the fullest. There's nothing you can't do here. There are great ways to meeting new neighbors to be like, you can't truly get away and have the life you have here. Experience a lifestyle with scenic amenities, more convenience, and more time with the people who matter.

STEP UP TO THE HILL COUNTRY
NEW HOMES FROM THE \$400s - \$800s

**NOT A TRAIL.
A GREAT START TO THE DAY.**

WOLF RANCH
GEORGETOWN, TX

A COMMUNITY CRAFTED FOR REMARKABLE LIVING

Experiencing a fresh new way of life at Wolf Ranch, home isn't just sophisticated living and only addresses the most critical questions. Handcrafted with remarkable amenities, can't miss events, and canine features, Wolf Ranch is much more than a community - it's a lifestyle that invites you to live happily to the fullest.

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

Signage Hooks - Community Positioning

Why do people buy? Three things!

- Location
- Price
- Product



Brand -Community Positioning

Where's my sign?!?

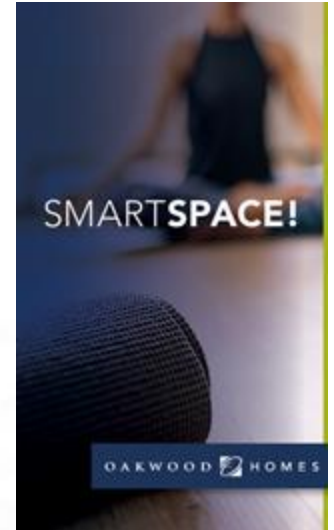
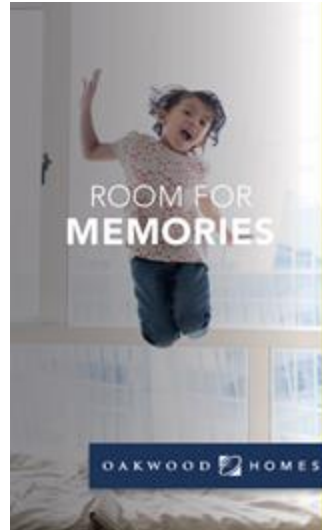
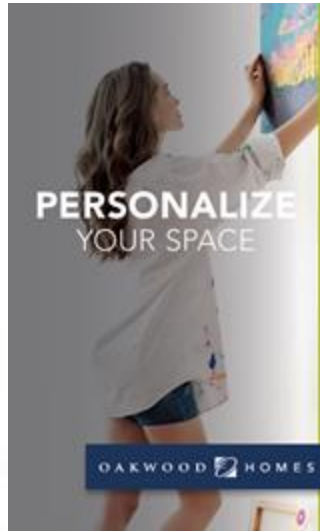
- Timing/Budget
 - Strategy
 - Approach
- Community entrance
 - Directionals - large scale (thoughtful and strategic)
 - Billboard/awareness
 - Bootlegs/weekend directionals (smaller)
 - Onsite community model sign
 - Grassroots/competitive & finding land is a challenge



Silent Signage – Builder or Developer Approach



Silent Signage – Builder or Developer Approach



Marketing Events – It's a BIG Part of Your Hook

- Moments sell
- Keeping families active, keeping interaction high
- Phase aware- pre- amenity activities
- Community referral events - pick your neighbor
- Community Housewarming Events
- Food! Local chefs, local designers (think entertaining & knowledge)
- Realtor tour (bus included)!
- Seasonal events in fairly built-out locations (avoid the dirt)
- Food truck events /Hot Dogs and Movie Nights

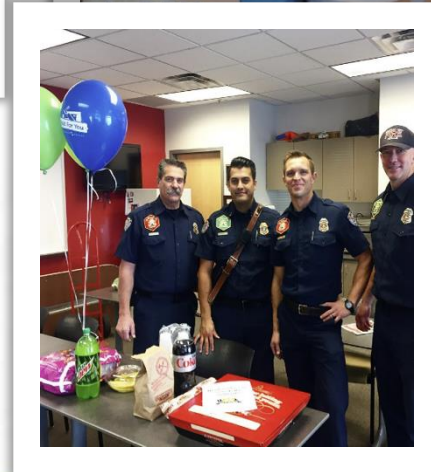
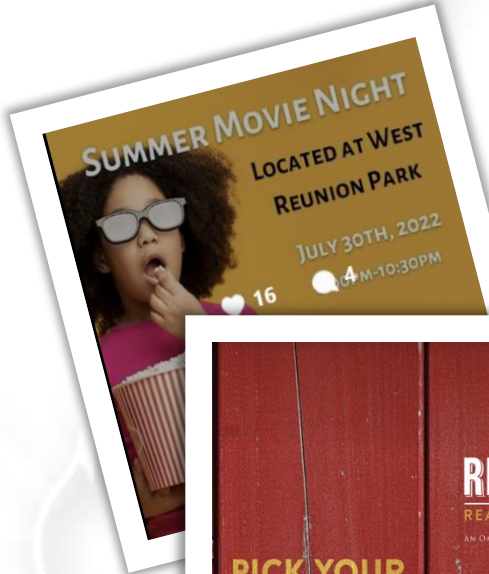


REUNION

REAL HOMETOWN

AN OAKWOOD HOMES COMMUNITY

Creating Moments



Event Marketing



Real Hometown – demonstration of the tagline



REAL attainable

Single-family homes from the low \$300s.

KB HOME From the \$400s 303-323-1187	OAKWOOD HOMES From the low \$300s 303-486-8915	RICHMOND AMERICAN HOMES From the upper \$300s 303-850-5750	SPACES FROM SHEA HOMES From the low \$300s 303-286-7601
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REUNION REAL HOMETOWN
AN OAKWOOD HOMES COMMUNITY

REUNIONCO.com | Parks, Trails, Lakes, Pool, Rec Center | Commerce City – west of Tower Rd. on 104th

REAL attainable

FROM THE \$280s

REUNION REAL HOMETOWN
AN OAKWOOD HOMES COMMUNITY

104TH & TOWER RD | 10 MINUTES FROM DIA HOMES FROM THE \$280s | 4 BUILDERS

REAL beauty

REUNION REAL HOMETOWN
AN OAKWOOD HOMES COMMUNITY

NEW HOMES THAT ARE BOTH ATTAINABLE AND DESIRABLE - FROM THE LOW \$300s TO THE \$500s

REUNION ISN'T A "COMING SOON" KIND OF COMMUNITY. WHAT YOU SEE HERE IS THE REAL DEAL. REAL LAKES. REAL PARKS & TRAILS. REAL HOMETOWN.

featured home of the week:



THE KEARNEY PLAN
17995 E 107th Place, Commerce City
Price: \$396,086 | Available Sept/Oct 2018
1,617 sq. ft. | 3 bedrooms, 2.5 bathrooms

Welcome home as you enter this spectacular Kearney floor plan with 5" plank wood flooring in the Foyer, an open kitchen with granite countertops and an island great for entertaining family and friends. Upstairs will feel very spacious with 3 bedrooms and a "Walk-In" laundry room!

CLICK TO LEARN MORE

single-family homes from the low \$300s

KB HOME From the \$400s 303-323-1187	OAKWOOD HOMES From the low \$300s 303-486-8915	RICHMOND AMERICAN HOMES From the upper \$300s 303-850-5750	SPACES FROM SHEA HOMES From the low \$300s 303-286-7601
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REUNIONCO.com | Parks, Trails, Lakes, Pool, Rec Center | Commerce City – west of Tower Rd.

REUNION REAL HOMETOWN
AN OAKWOOD HOMES COMMUNITY

Come celebrate with us for patriotic fun at the annual **Red, White & Bluefest!**
Saturday, June 23rd, 10am - 1pm

Begin your Saturday with yoga in the park before the Children's Bike Parade activities kick off the event, followed by music, games, activities and of course... fireworks at dusk!

REUNION REAL HOMETOWN
AN OAKWOOD HOMES COMMUNITY

Reunion is YOUR hometown.
Not just today, but every day.



From family-friendly amenities and events to the picture perfect retreat at the end of the day, we hope you enjoy calling Reunion home for years to come.

Red, White & Bluefest

- Attendance of estimated 700 people
- New kid activities this year, new entertainment, use of event staff shirts for organization, gave out watermelon contest trophies (a big hit!), gave away Reunion branded totes and footballs for the kids



REUNION
REAL HOMETOWN

RED, WHITE & BLUEFEST

Saturday, June 23
2018

at the park 8 - 9 AM
Elements of Breath of Life Yoga

Bike decoration from 9 - 9:45 AM
(REC CENTER WEST PARKING LOT)
Bike decorating supplies provided by Orchard Church.

Bike parade at 9:45 AM sharp
(REC CENTER WEST PARKING LOT)
Leading the parade is the South Adams Fire Department as the Grand Marshall featuring their great big fire truck. Show off your decorated trikes, bikes and wagons – kids in helmets, please.

Main Festivities 10AM – 1PM
(IN REUNION PARK)

- Paul Borrillo – Entertainer Extraordinary
- Jackman Brothers Theatrical Show and Creature Features Exhibit
- Trackless Train – Kiddie Choo Choo Train Rides
- Sven The Amazing Juggler
- 10,000 Bubbles – Bubble Machine
- Family-friendly Music
- Field Games, Face Painters & Balloon Twisters
- Watermelon Eating Contest
- Food Trucks and more!

Fireworks at dark
WEATHER & CONDITIONS PERMITTING

Presenting Sponsors

Gold Sponsor

Silver Sponsors

Contributing Sponsors

Contributing Sponsors

Ultimate Family Reunion

Featuring Denver chalk artists, a vintage VW Bus photo booth, pie eating contest, old fashioned family lawn games, and commemorative t-shirts! Hoping to capture **one large “Family Reunion” photo** during the event as well.



Organic Hooks Still Bring Interest

- Social media games and experience – get people talking
- Connect to nature
- Connect with easy to activate events
- Community personas
- Unique storytelling to easy-to-execute experiences in a community that are affordable
- Unique homebuyer appreciation



Crafting the Perfect Hook (Checklist)

Objectives & Land/Homes
Plan Discovery

Idea Storm of the Vision

Cut Outs & Clips Boards

Identifying Brand Pillars

Your Story
(The Positioning Statement)

Image Sourcing

Mood Board Development

Story Launch & Continuity Check List

(The Check List)

- Web Tile
- Social Media Skins & Posts
- Video Promo
- Digital Ads
- Meta Ads
- SEM Ad Updates
- Emails & Text Messages
- Print Collateral
- Outdoor Signage
- Impact Stations & Wall Art
- Landing Pages
- Print Ads
- Blog Article
- Email Signatures



Q&A

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BILL@MILESBRAND.COM

Register to
Download the
Slides

