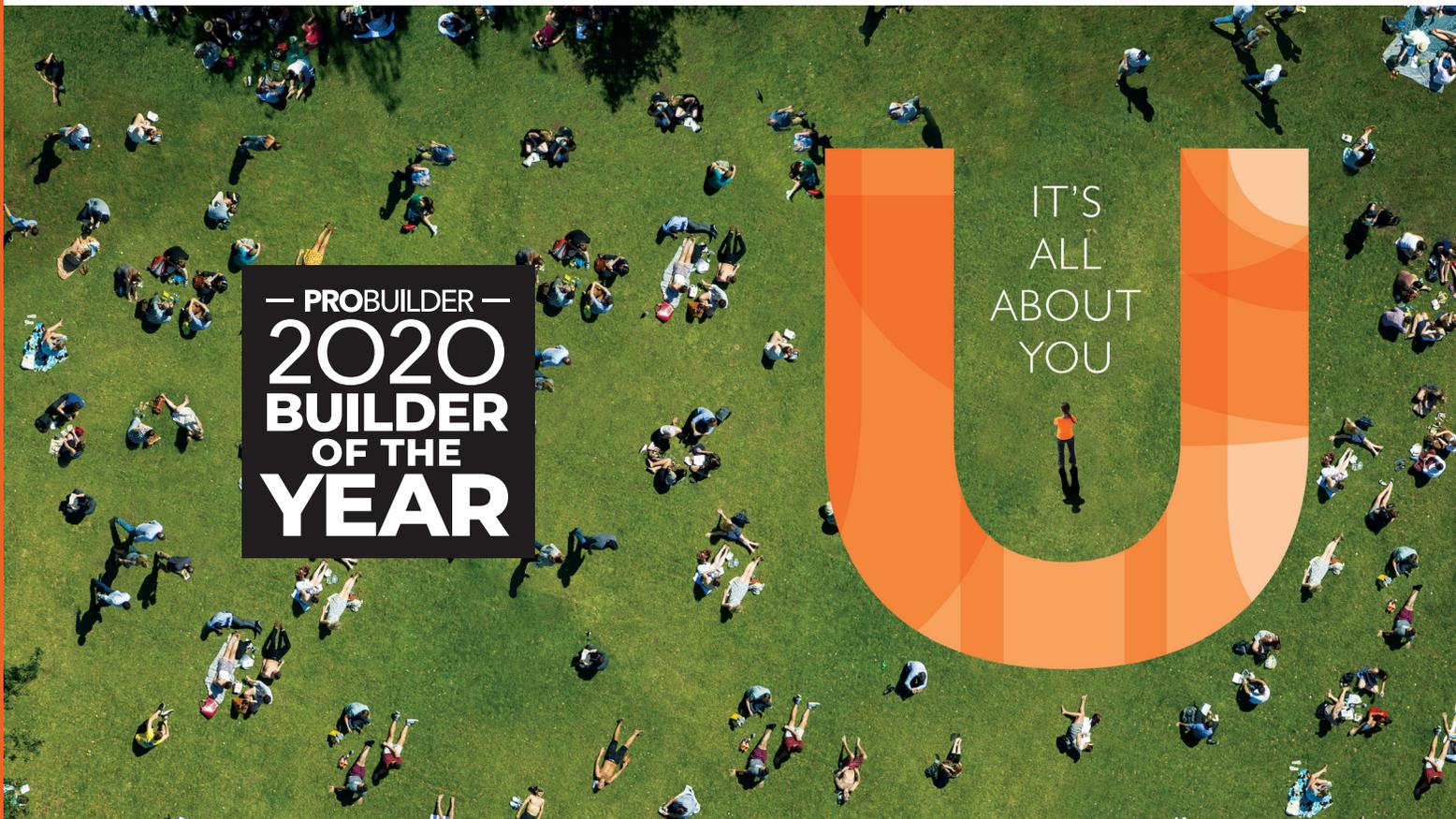


CASE STUDY:
TRUE HOMES BRANDING AND MARKETING



TARGET AUDIENCE:

Payment-driven, budget-conscious buyers looking for the best value from the \$100s to the \$350s.

BRAND CHALLENGE:

Consumers view homebuilders as generic. Most home shoppers, especially first-time buyers, are fearful of making a mistake, stressed out by the price and process, and distrustful of homebuilders in general.

KEY INSIGHT:

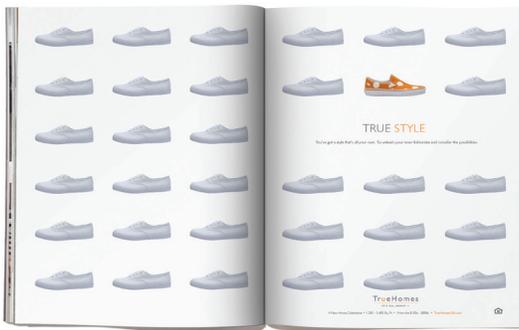
It's the customer, not the product, that's the hero.

BRAND STRATEGY:

Our strategy was to reduce the stress of the home buying process by becoming the most consumer-centric brand in the industry.

*2019 National Housing Quality Award Gold Winner,
Professional Builder Magazine*





RESPONSIBILITIES

Company Vision & Branding

NAMING:

True Homes

BRAND PROMISE:

It's All About You

BRANDING:

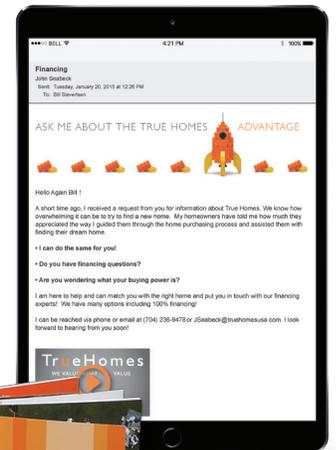
- Builder Collateral
- Sales Office
- Marketing

ONLINE MARKETING:

- Website Creation and Maintenance
- SEM, SEO, Display, Email, Mobile,
- Social Media & Video
- Real Estate Information Portals
- Performance Reporting
- Content Development

OFFLINE MARKETING:

- TV/Video
- Radio
- Print
- Realtor Direct Mail
- Outdoor





▶ **2020 SALES GOAL**
 SALES GOAL **1,206**
 ACTUAL SALES **1,282**

LEADS GOAL: **20,018**
 ACTUAL LEADS: **31,941**

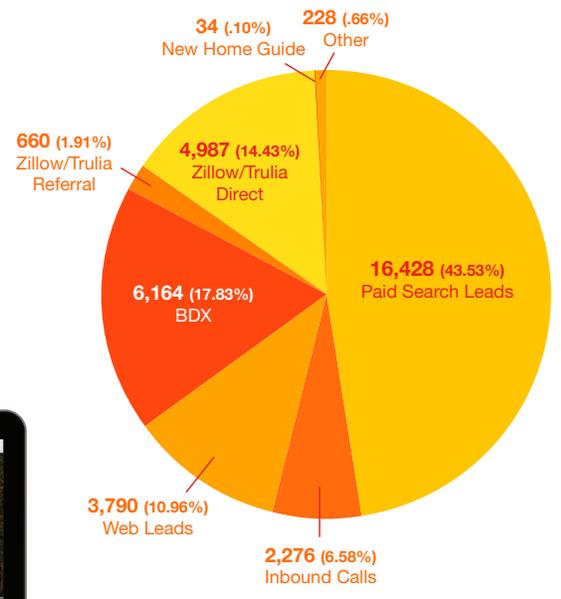
CHALLENGE

Drive enough qualified leads for the online sales team to convert 670 sales
 ACTUAL: **866 ONLINE SALES**

WEBSITE VISITS YOY

- TOTAL TRAFFIC (2020 VS. 2019): **+68%**
 (includes all landing page traffic from paid search - +23% without paid search)
- UNIQUE (2020 VS. 2019): **+79%**
 (includes all landing page traffic from paid search - +31% without paid search)

2020 WEB LEADS BY TACTIC:



TRUE HOMES
DAN HORNER, OWNER/PARTNER
 704.280.3232 • dhorner@truehomesusa.com

AWARDS
 6 Gold Nationals + 9 MAME



WHY WORK WITH US

As a master plan community developer or privately-owned home builder, have you taken the time to truly understand who your buyer is and altered your marketing and buyer communication strategy to increase conversions? Or are you continuing to follow potentially outdated industry standards for branding and marketing your community or home building enterprise using general terms, hoping your community or product/plans will sell themselves?

If so, you've likely poured millions of dollars into trying to determine if you have a sales problem or marketing problem, but have yet to see tangible, measurable results. With over 30 years of experience in the new home industry, we can help.

First, we'll lead you through our proven three-step branding process to uncover the true reasons your buyers buy—your unique Brand DNA. Then, Milesbrand will help you build a comprehensive Go-To-Market Plan to produce an inbound marketing funnel full of qualified leads, through targeted automation, innovative digital strategies based on your buyer persona, and creative that's sure to cut through the clutter.

ABOUT MILESBRAND

At Milesbrand, we are in the value creation business. We create value for our clients by helping them identify and communicate their Brand DNA—the most compelling differentiation from the competition. Since 1998, we have focused exclusively on branding and marketing in the real estate vertical, where we have helped to sell more than 100,000 homes and have generated over \$30 billion in revenue.

We work in all areas of residential real estate. Our brand development expertise extends to industry partners, homebuilders, master plan community developers, mixed-use developers, as well as multi-family and apartment communities across the country.

Throughout our history, Milesbrand has had the honor of working with many of the leading real estate brands in the world including: Disney, Newland, Orco (the largest developer in Europe), Hines, Lendlease, Shea Homes, True Homes, London Bay Homes, Thomas James Homes, Momark, Paul Schumacher Homes, Barron Collier Companies, Ave Maria, The Seaside Institute, and Urban Land Institute of Colorado.

THREE-STEP PROPRIETARY BRANDING PROCESS

1. BRAND CHARRETTE
2. BRAND POSITIONING
3. BRAND PLAN

BRANDING STRATEGY

- Brand Charrette (Audit)
- Brand Positioning
- Brand Promise
- Naming
- Logo and Graphic Identity
- Brand Plan (Go-to-Market Plan)

ONLINE CAPABILITIES

- Website Design
- Organic Search
- Paid Search
- Digital Advertising
- Email Marketing
- Social Media Advertising
- Content Marketing
- Analytics

OFFLINE CAPABILITIES

- Omni-channel Advertising Campaigns
- Marketing Collateral
- Signage and Wayfinding
- Discover Center & Sales Office Displays
- Media Planning and Placement



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