

HAMMOCK DUNES PRIVATE COMMUNITY

Developed the strategic plan that created the community concept and community theme of Hammock Dunes Private Community. Eliminated planned Sheraton resort hotel and resort golf play at Hammock Dunes to drive real estate and membership pricing and sales.

Created and launched the initial marketing and advertising campaign for Hammock Dunes Private Community featuring the new Tom Fazio oceanfront golf course, real estate product and private equity club.

Sold out available initial Hammock Dunes real estate inventory within the first 6 months of opening.



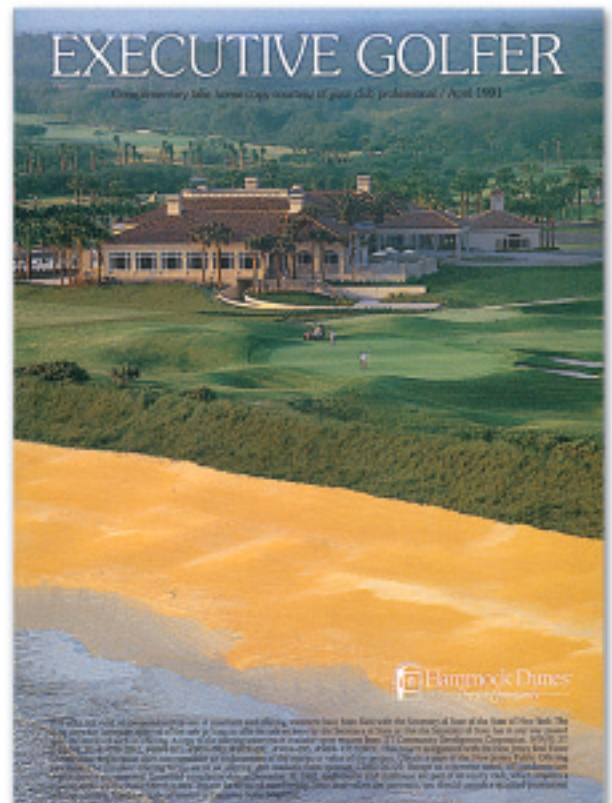
REAL ESTATE
PRODUCT
FOLDER
WITH
INSERTS



NOTE
CARDS



TOUR
MAP



MAGAZINE COVER & FEATURE STORY



MAGAZINE AD WITH BRC CARD