

HAIG POINT

COVER STORY &
FEATURE ARTICLE

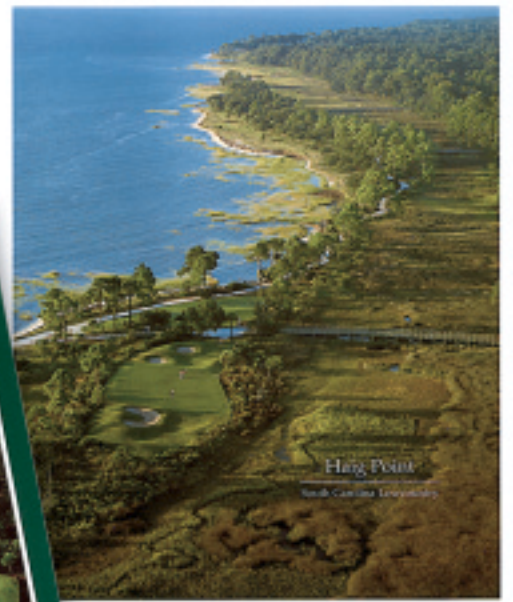
EXECUTIVE GOLFER®
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International Paper Realty Corporation

Re-designed and re-positioned Haig Point community, real estate product (homesites/ homes) and club membership program and pricing to target upscale private community audience.

Reorganized Haig Point on-site sales and marketing team turning around five-year decline in sales increasing sales revenue by over 200% in first year.

Created and managed prospect database (CRM) program generating over 25,000 prospect files and 8,000 follow up calls per year.

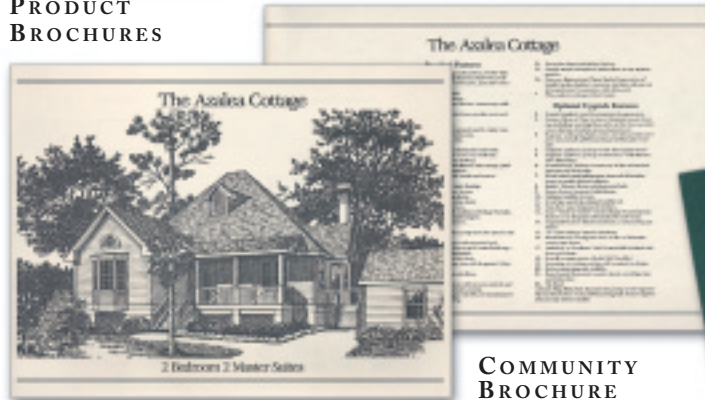


PRODUCT BROCHURES

SALES BROCHURES



Community Map



COMMUNITY BROCHURE

