

LENNAR HOMES

– Heritage Palms, Indio, California

- Developed New Marketing Strategy
- Created and Developed New Advertising Campaign
- Developed New Pricing Strategy
- Implemented New Phase Building Program
- Updated Model Welcome Home Center / Model Complex
- Updated Sales Compensation Program
- Developed Outside Realtor Cooperative Program
- Developed Home Owner Relations Program
- Revised Land Plan
- Enhanced Sales Process

:30 TV Spot

Newspaper & Magazine Ad Campaign