

FINGERPRINT

For Residential and Resort Real Estate Developers

How do you put the Fingerprint Strategy to work in your project?

Two Options for Real Estate Project Consulting and Clarification with Fingerprint Strategies Inc.

1. Concentrated Strategic Project Review

This program is designed to work with your existing resources to create a comprehensive understanding of the options available to you in targeting NEO or Traditional buyers. By the end of our engagement you will have a conclusive path to follow so that you can stop wasting money, time and effort on the wrong people and can target specifically what you should be doing to attract and sell to the right buyer group for your project, using the right strategies and approach.

This option includes:

- A 2 day site visit to review your project in detail and to determine whether or not it has enough of the key NEO attributes to ignite NEO purchasing passions... or not.
- A decision on whether you should focus your project on NEO or Traditional buyers.
- A private and personal discussion about our conclusions and the viable options available to the project.
- If appropriate a detailed briefing for your key team members on how to implement the right strategy for your project.
- A written or video report on findings and advice on how to proceed to guide you on an ongoing basis.

Investment: \$50,000 – payable \$25,000 up front and \$25,000 on completion and delivery of the report.

2. 6 months to Salvation

This is the full reset. If your project has the potential to be able to appeal to NEOs this option will give you what you need to engage the only viable high margin buyers in the market over the coming years. We will give you have a detailed roadmap of how to move forward with specific strategies, tactics and training for you marketing and sales team. In addition we include a further 6 months of follow up from the Principals of Fingerprint Strategies and access to the latest consumer data, to provide additional support and expertise to ensure the transition is complete.

The **6 months to Salvation** option will ensure that you avoid being caught in the middle between the unique seeking NEO and the deal hunting Traditionals. There are no sales in that chasm. This will save you years of heartache and time, and hundreds of thousands of

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dollars of marketing money being spent shooting at a target that isn't there anymore. You will be fully set to attract the buyers that will buy faster, at better prices. Ultimately this will save and make you millions of extra dollars.

The **6 Months to Salvation** program includes:

- A site review visit of 3 to 5 days depending on the time required, determining whether or not your project has the necessary elements to be able to appeal to NEO buyers. (If we determine that you should be focusing on Traditional buyers we'll cut our engagement and complete a Concentrated Project Review, as detailed above)
- We will meet with your team and review everything you have done to date to explore your operation in detail so we can fully understand your current situation.
- A detailed roadmap on what you need to do in order to orientate your project, marketing program and sales style to fully engage NEO prospects. **WARNING! THERE IS NO MIDDLE GROUND. IF YOU'RE GOING NEO YOU HAVE TO GO ALL THE WAY!**
- A detailed discussion with you to explain our recommendations (you can audio or video record this)
- A detailed, but succinct report on our recommendations in writing, which would include a marketing and sales strategy (including promotion options and media guidance), outline marketing budget and specific steps necessary to make to facilitate your project and organization to engage NEOs buyers.
- NEO Sales Training – A comprehensive 2-day program for all of your sales associates on how to evolve their sales style to specifically be able to engage NEO prospects and move them from interest to decision.
- Six Months of Personal Support: Twice monthly follow up conference calls (of up to 2 hours per call) to discuss your progress, review copy, marketing materials, strategy adaptation, sales challenges, etc.

Investment: \$200,000 – payable \$50,000 up front, \$100,000 upon delivery of our report to you and \$10,000 per month during the first 5 months of the follow up period

To discuss which of these options is a better fit for your individual situation please call Bryan Woolley at (604) 661 1868 or by email at bryan@fingerprintstrategies.com

We look forward to chatting with you.