



ART. CRAFT. PASSION. COMMITMENT.



## ART AND CRAFT

Artisan provides integrated urban and resort real estate project marketing and sales management and consulting services. Most effective when brought in as part of the early-stage planning team of consultants, we work alongside our developer-clients to create memorable and highly sellable real estate properties. From initial concept planning through to completion of the last sale in a project, we are specialists in both the art and the craft of real estate project marketing and sales. The scope of our services includes:

### Concept Planning, Pre-Development and Positioning

- up front opportunity evaluation and consulting - project analysis & recommendations – phasing strategies – floor plan & design features input - amenities and experience planning – project theming - the destination and building the brand - purpose built – repositions - conversions

### Target Market Identification & Profiling

- demographics – psychographics – topographics – a thorough understanding of the target market is the underlying key to success and drives all other factors at the property

### Comprehensive Marketing & Sales Plan Development & Budgeting

- creative direction & management – lead generation programs - internet & mixed media marketing – direct mail & email – reservation, pre-sales, launch & tempo campaigns - events – whole and fractional interest strategies - sales-focused pricing strategies – budget preparation - supplier price monitoring and negotiation - budget management and reconciliation support

### Sales Team Recruitment, Training and Management

- well-trained, motivated, customer-focused sales people will increase sales velocity and customer satisfaction

### Database Set-up, Implementation and Management

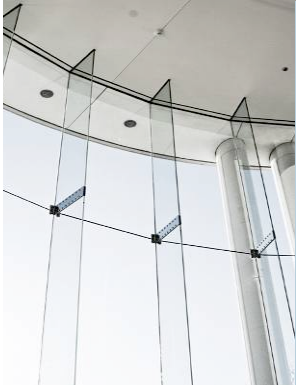
- list-building – tracking, analysis & refinement – ongoing communications to prospects & purchasers

### Sales Program Management

- inventory tracking and analysis – yield maximization - ongoing sales team analysis, motivation & training – inventory close-out strategies - after-sales service – homeowner orientation programs – completion programs - resale management recommendations

### Developer Reporting

- daily, weekly and monthly reports – customized for your corporate and banking needs – dynamic monitor for status of marketing and sales programs and measurement for success



## PASSION & COMMITMENT

Our goal is to provide our developer-clients integrated real property marketing and sales solutions that deliver on time, on budget and on purpose. We strive to eliminate surprises and create superior value for the developer with the project and the customer; and for the customer with the developer, the product and the experience.

We are driven by a passion for real estate, thrive on the challenges our industry provides and take pride in striving for and delivering exceptional results.

We are dedicated to the people and projects we take on and will always give you our honest input and advice.

Over the years, we have seen lots of what works well – and lots of what does not. Our skills are honed in both the art and craft of marketing and selling great real estate projects, and we love to roll up our sleeves alongside you to add value, take work off your plate and help you create memorable projects that are both a marketing and financial success.

*Straight answers. Experienced Insight. Productive Collaboration. Personalized approach.*

This, you can expect from us.

Thank you for your interest! We look forward to hearing from you and discussing how we can assist you with your specific project marketing needs.

### ARTISAN REAL ESTATE SOLUTIONS

Calgary, Alberta, Canada

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