



DMB REALTY NETWORK™

PROJECT: Artesana Residences – residential component to new Rosewood Resort San Miguel de Allende in Central Mexico

SITUATION

- Largest single venture in San Miguel since the post-World War II era
- UNESCO World Heritage Site
- 63 room Rosewood Resort under construction with 121 planned residential residences
- Negative local PR was overshadowing the positive impact the resort would have on San Miguel
- Project was in need of structure pricing, phasing, product positioning and brand awareness
- Residences primary target market focused on Americans and Canadians initiated at beginning of U.S. economic downturn and height of fears about violence in Mexico
- Pre-launch of residential product had a false start causing local brokerage community to question the projects viability
- Developer terminated relationship with a national sales organization and attempted to re-launch sales with an in-house team
- Database capabilities and buyer prospecting strategies were inefficient
- Managing Partners were seeking a solution to their Sales and Marketing requirements

PROJECT GOALS

- Establish credibility within the local community; both brokerage and long term residents
- Create Awareness and Educate Broker and Prospect Target Market about Artesana community (resort and residences) in both U.S./Canadian and Mexico marketplaces
- Build a network of professional service providers in support of residential sales goals
- Install a culturally sensitive sales team, with success in pre-development home sales
- Develop and implement full sales operations programs, processes and procedures

OUTCOME

- Developer hired DMB Realty Network to assess opportunities at Artesana
- Post Assessment, Developer hired DMB Realty Network for full service Sales and Marketing Management of Residential Sales
- DMB Realty Network placed a senior sales management team on-site and implemented a strategic sales and marketing plan
- Qualified Prospect 'request for information' leads reached more than 2,700 names during first 10 months of DMB Realty Network initiated communications programs
- Local Brokerage community embraced Artesana community and Residences product thru on-going series of Broker presentation and construction site tours
- Comprehensive Public Relations campaign and Press FAM Trips within Mexico-marketplace generated more than \$250,000 of publicity during first 10 months of implementation
- Sales team has generated contracts and reservations within the first 10 months of residential home construction despite a downturn in high end sales in San Miguel de Allende
- Prices of homes being offered in Artesana range from \$600,000 USD to \$3,000,000.
- Artesana Rosewood Residences has established a new benchmark for luxury home sales in San Miguel de Allende