



DMB REALTY NETWORK™

PROJECT: Forest Highlands – a long-established, private, luxury second-home residential mountain golf community in Flagstaff, Arizona

SITUATION

- DMB Realty Network team members launched The Meadow at Forest Highlands.
- DMB Realty Network contracts with the HOA as the Designated Broker to manage and function as the preferred resale group for the community.
- DMB Realty Network holds approximately an 85% market share of all Forest Highlands real estate transactions year over year.
- The Forest Highlands community is financially sound, and is home to The Canyon Course, ranked as the Number One private course in Arizona and in the top 50 courses in the United States.
- The regional residential real estate market (Flagstaff) continues to see a significant decline of almost 19% for 2009-2010.
- Buyers continue to look for bargains, properties that are on sale rather than for sale.

GOALS

- Maintain and expand sales market share within the community.
- Maintain and increase price-per-square-foot within the Forest Highlands community.
- Further establish close working relationship with the HOA Board and members through on-going presence in club/community events, activities and networking opportunities.
- Enhance lead generation opportunities through on-going member relationships and referral programs.

OUTCOME

- In a state that has been plagued with declining real estate sales, DMB Realty Network has maintained consistent sales activity in 2009/2010.
- The average sales-price-per-square-foot for 2010 experienced a 1% increase, maintaining the value proposition for buyers in Forest Highlands.
- DMB Realty Network product positioning resulted in a balance of sales at all price ranges. The number of \$1 million plus homes sold in 2010 increased along with the number of homes sold under \$600,000.
- Expanded the Forest Highlands target market demographic, ranging from young singles and families to those enjoying the relaxing years of semi-retirement, by taking advantage of and participating/hosting the many events held within the community.
- DMBRN Regional Vice President of Sales Bonnie Ligouri, continues to lead the Forest Highlands team to achieve sales targets and on-going promotional efforts for the community throughout target feeder markets and the DMB Realty Network.
- Refined the strategic direction to continue to grow sales efforts through social media/content marketing within the Forest Highlands community – expanding on the well-established presence ‘world of mouth’ environment, since the best resources for sales have always been Forest Highlands members.