



DMB REALTY NETWORK™

PROJECT: Red Ledges – a private, year-round lifestyle and golf mountain community near Park City, Utah

SITUATION

- One of six master-planned private residential communities within the Park City/Deer Valley luxury community marketplace.
- Launched in 2007 as a custom lot/semi custom/turn-key home golf community; with pre-development offerings and proposed amenities to be centered around a Jack Nicklaus Golf Course.
- Project was in need of cohesive, long-term sales management, marketing direction, pricing strategies and incentive offerings.
- Management's original financial pro forma was driving pricing, although the market had eroded due to severe economic stress.
- Sales processes and structure were ineffective and lacked accountability.
- Current sales programs focused only on golf component and summer selling season.
- Community needed on-mountain access to world-class skiing facilities in nearby Park City/Deer Valley.
- In July of 2009 the Nicklaus golf course was completed, but as of the spring of 2010, it was the only completed amenity on the property. The Master Plan lacked a coherent amenity roll out plan, causing uncertainty within the property owner base, and potential buyers.

PROJECT GOALS

- DMB Realty Network is retained in July, 2010 at the height of the selling season.
- Insert immediate sales management presence to capture late season sales.
- Develop a sell-out strategy within 10 years – including pricing, product and amenities
- Establish a viable pricing structure and incentive program.
- Round out adaptability of four-season lifestyle to extend sales season from five months (summer) to 12 months.
- Establish long-term sales goals and pro formas and craft long-term plan to reach those goals through new processes and accountability.
- Recruit, place and train effective sales leadership and sales team members.
- Establish satellite sales facility in Park City location to capture Winter and Summer visitors.
- Develop and establish a winter-season sales program that would attract Park City/Deer Valley visitors.
- Expand community target market demographic to include both summer and winter lifestyle interests.
- Re-focus messaging and marketing efforts to position community as a 'neighborhood' of nearby Park City/Deer Valley.

OUTCOME

- New sales process and management structure resulted in doubling the community sales for the year during first 90 days of DMB Realty Network management initiatives.
- Realigned sales incentives to be lifestyle-based rather than product discounts to further engage prospects in the Red Ledges experience.
- Recruited, trained and placed new Sales Manager to lead the Sales Team with a fresh approach and prospective.



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- DMB Realty Network's leadership and initiatives resulted in re-establishing Management's trust in the sales process.
- Established a focused on-site tour process as part of sales presentation setting the value tone for the Red Ledges community.
- Developed strategic alliance with St. Regis/Deer Valley Resort for full on-mountain ski access and reciprocal golf at Red Ledges – delivery of key amenities years before capital outlay required (spa, dining, etc.).
- Opened Red Ledges Golf School/Welcome Center on Main Street in Park City during busy Holiday-Winter Season – as hub to attract wintertime prospects interested in golf.
 - Within first four months of operations, generated 700+ leads – more than all three previous years combined for the same time frame.
- Established weekly gatherings at Main Street location and weekend on-site mini events to create interest and drive traffic during the slower winter sales season.
- Established credibility within the Park City/Deer Valley Brokerage community with the opening and activities of the Main Street Golf School location, while other communities were closing their operations.
- Designed on-line Content Marketing and Social Media campaign to create awareness of community's four-season lifestyle.
- Created LPGA ambassador program to enhance club credibility and community lifestyle.
- Established meaningful presence at annual world-renowned Sundance Film Festival.
- Refining Featured Builder program to showcase lot release timeline.