



rareEarthWorks – Our Process

rareEarthWorks is our proprietary and proven system for helping developers create, market, and sell residential and resort communities.

Refined through each sales program, this process is a living, breathing system that is constantly being improved and revised. It is customized for each community sales program based on a wide variety of factors: market conditions, location, demographics, community style, pricing etc.

FIRST: THE BIGGEST PICTURE

Consult on suitability of property for development of community

- Value as a residential/recreational development location
- Expected price per square foot analysis (feasibility)
- Expected target market
- Expected sales absorption
- Competitive market analysis

Advise on recommended product positioning and programming

- Recommended product type
- Recommended architectural theming, unit mix, suite design, amenity package, interior finishing and landscaping
- Product pricing/revenue analysis
- Building sustainability requirements and recommendations
- Target market – demographic and psychographic
- Sales absorption expectations (sales event absorption target)
- Direction and consultation on legal documentation

SECOND: DEVELOPING THE PLAN

Once the view from 10,000 feet has been established, and the product is fully understood, the second phase of our work begins. We develop and write a custom strategic sales and marketing plan, developed uniquely for the community at hand. Each community sales program requires a different approach. Product attributes, price, location, audience and many other factors must be considered. Our knowledge of what has worked and not worked in the past for similar communities helps developers realize a hard-working and nimble approach to the market.

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extraordinary residential and resort communities



Development of Key Strategic Sales and Marketing Plan

- Product overview
- Competitive analysis
- Goals and objectives
- Key sales and marketing strategies
- Target markets (geographic, demographic and psychographic)
- SWOT analysis
- Key reasons to buy
- Critical path (key milestone dates)
- Sales and marketing budget
- Sales and marketing team structure

THIRD: MAKING THE PLANS COME TO LIFE

Plans are great, but only if executed with professionalism and creative excellence. We help developers take their sales and marketing plan from paper to reality. Three elements are required: 1) execution of the marketing component; 2) the sales component and 3) the follow-up post-sale customer satisfaction program.

We have close working relationships with the best-of-breed resources required to make a plan come to life. Architects. Graphic Designers. Interior Designers. Writers. Great Salespeople. Sign makers. Photographers. Printers. Media. Our past work with these specialists gives developers an established base of providers; experts we know and trust, and who know and trust us.

Execution of Strategic Plan – Marketing

- Creation of overall community brand and positioning
- Development of required creative collaterals, including space ads, brochures, presentation centres, public relations, detailed scale models, project renderings, multi-media shows, signage, web site and digital marketing programs
- Event planning and management
- Master sales and marketing budget maintenance



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Execution of Strategic Plan – Sales

- Team creation
- Team sales training
- Contact centre set-up and operations
- Whisper campaign
- Lead generation piece
- Insider/reservation program and management
- Yield management
- Selection event – sales day
- Post launch sales activity (residual sales program)

Customer Satisfaction Program

- Buyer relationship program (between purchase and completion)
- Premium closing services

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