

# Creating Urgency- Management

## Urgency Campaign-

1. Lifestyle
2. Location
3. Price
4. Fear of Unknown



# Creating Urgency- Lifestyle

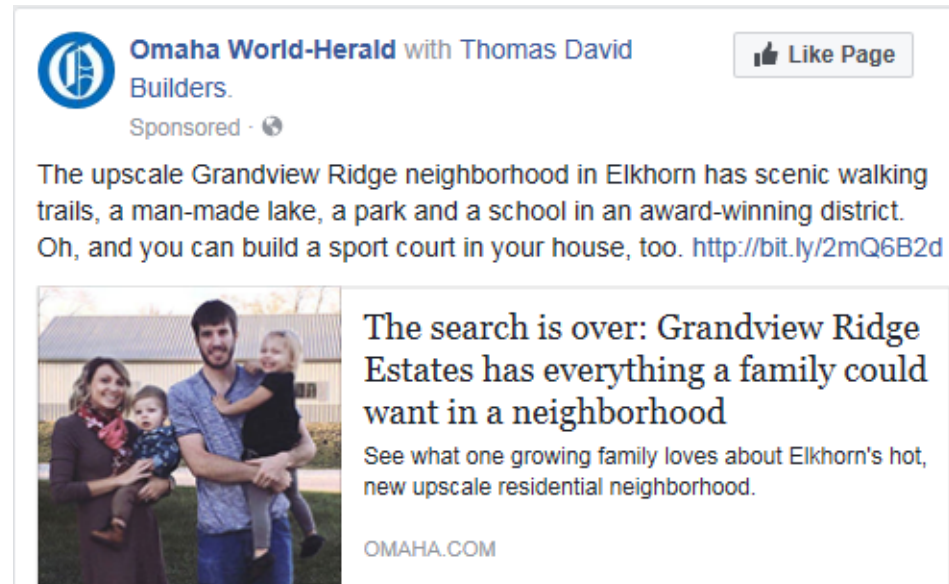
## Tell a Story-

### 1. Lifestyle

A. Every homesite and new home have a story

to tell...


- i. Problem
- ii. Agitation
- iii. Solution
- iv. Call-to-Action



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The upscale Grandview Ridge neighborhood in Elkhorn has scenic walking trails, a man-made lake, a park and a school in an award-winning district. Oh, and you can build a sport court in your house, too. <http://bit.ly/2mQ6B2d>



**The search is over: Grandview Ridge Estates has everything a family could want in a neighborhood**


See what one growing family loves about Elkhorn's hot, new upscale residential neighborhood.


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# Creating Urgency- Lifestyle

## Tell a Story-


### 1. Lifestyle- Sponsored Content/Press Release



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# Creating Urgency- Lifestyle

## Tell a Story-

1. Video
  - A. Start with the client's Problems
  - B. Agitate those problems
  - C. Introduce the solution (location, design, process, USP, etc.)
  - D. Results and ringing endorsement from client
  - E. Call-to-Action
    - i. Look at locations
    - ii. Floorplans
    - iii. Set a budget

# Creating Urgency- Location

Urgency through Scarcity-

2. Limited Homesites- Homesite Characteristics



# Creating Urgency- Location

## Urgency through Scarcity-

### 2. Limited Homesites- Homesite Characteristics

- i. Create a **Unique Selling Proposition** for every site  
every site



# Creating Urgency- Price

## Structure Price Increases-

3. Use the increasing costs of Labor, Lumber & Land to create Urgency



# Creating Urgency- Price

## Structure Price Increases-

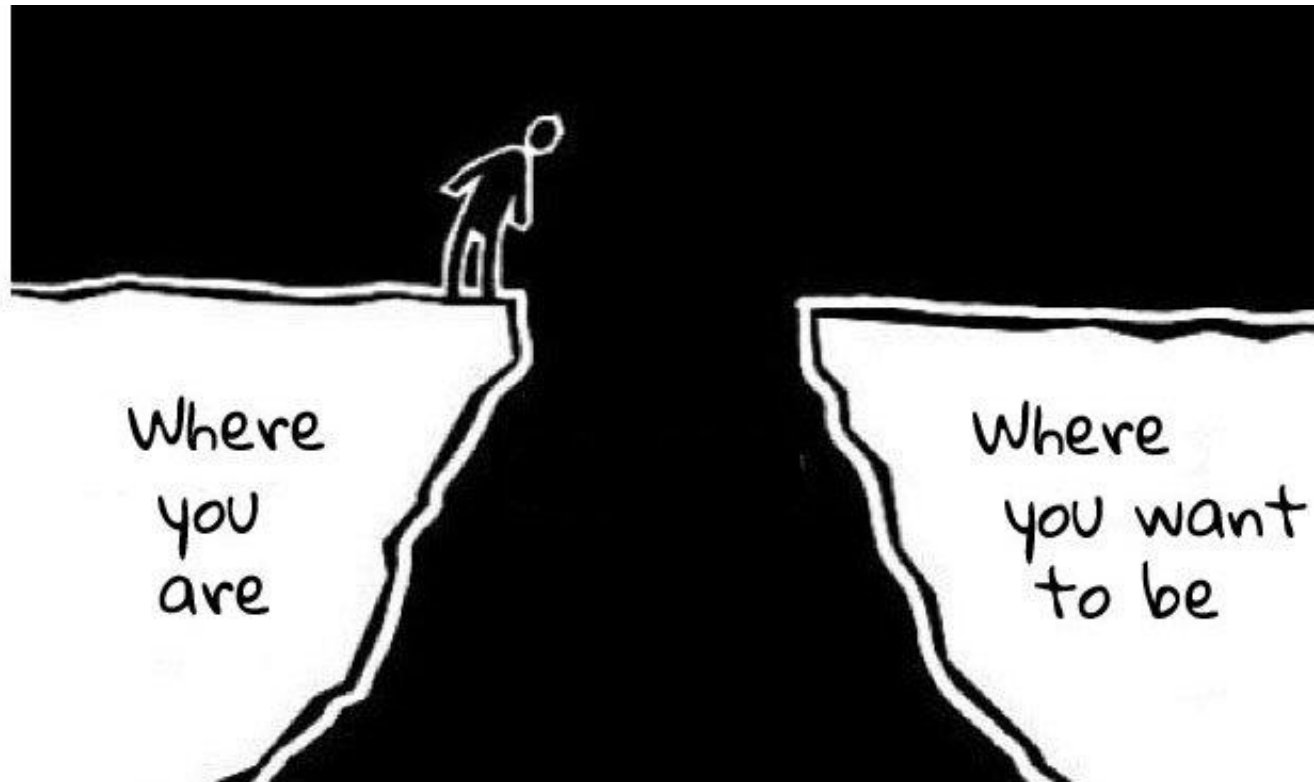
3. Use the increasing costs of **Labor, Lumber & Land** to create Urgency
  - i. Spread out price increases every quarter vs. semi-annual or annual
  - ii. Incorporate “price locks” for prospects that commit via a deposit
  - iii. Use “option bundles” by location



# Creating Urgency- Fear of Unknown

## Finance, Investments & Economy-

4. What is the “cost of waiting?”



# Creating Urgency- Fear of Unknown

## Finance, Investments & Economy-

4. What is the “cost of waiting?”

i. Interest rate increase

ii. Stock market performance

iii. Company/economic performance

# Creating Urgency- Sales

## Urgency Campaign-

1. Lifestyle
2. Location
3. Price
4. Fear of Unknown



# Creating Urgency- Lifestyle

When do they want to move in?

## 1. Lifestyle

A. What don't they link about their current situation?

i. Problem

ii. Agitation



# Creating Urgency- Lifestyle

When do they want to move in?

1. Lifestyle

B. “How soon would you like to be enjoying your new home?”

i. Solution

ii. Call-to-Action



# Creating Urgency- Lifestyle

When do they want to move in?

## 1. Lifestyle

C. “Would it be helpful to establish a budget for your new home?”

i. Call-to-Action (Process)



# Creating Urgency- Lifestyle

## Call-to-Action

1. Lifestyle sales tools
  - A. Needs, Wants and Wish List
  - B. Design timeline
  - C. Construction timeline

# Creating Urgency- Location

## Urgency through Scarcity-

2. Limited Homesites- “Tell me about what you’re looking for in a homesite and I’ll see if we have a match.”





# Creating Urgency- Location

## Urgency through Scarcity-

### 2. Home site preference(s):

Flat

Lookout

Walkout

Pond

Trees

Cul-de-sac

Large

Small

Backyard Orientation N-S-E-W

Other \_\_\_\_\_



# Creating Urgency- Location

## Urgency through Scarcity-

### 2. Limited Homesites- Homesite Characteristics

- i. Create a **Unique Selling Proposition** for every site  
every site



# Creating Urgency- Location

## Urgency through Scarcity-

2. Lot-to-Home Ratio- Formula for confirming budget
  - i. What is the average % of land in your home packages? (15 – 30%)



# Creating Urgency- Price

## Structure Price Increases-

3. Use the increasing costs of Labor, Lumber & Land to create Urgency



# Creating Urgency- Price

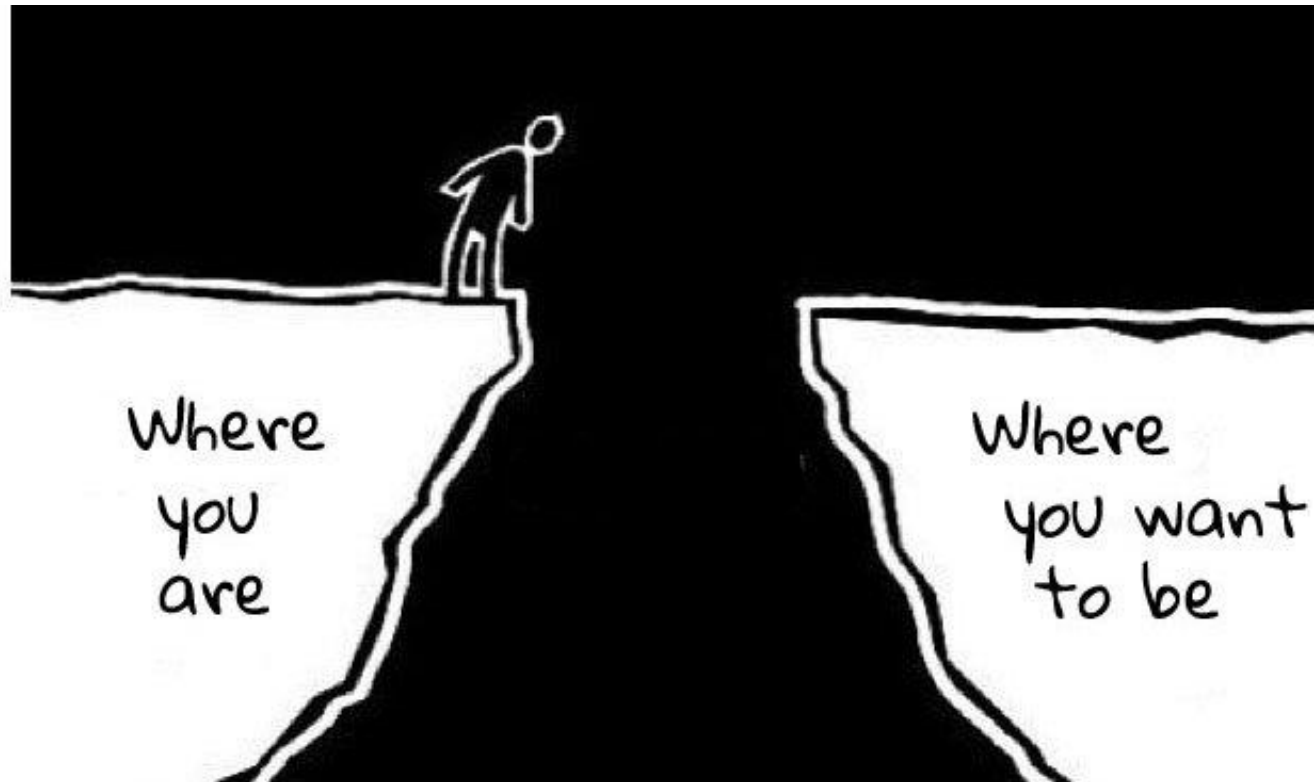
## Structure Price Increases-

3. Use the increasing costs of **Labor, Lumber & Land** to create Urgency
  - i. Every pricing proposal has an expiration date
  - ii. Create a slot schedule for design and construction
  - iii. Commitments lock in prices and slot

# Creating Urgency- Fear of Unknown

Finance, Investments & Economy-

4. What is the “cost of waiting?”



# Creating Urgency- Fear of Unknown

## Finance, Investments & Economy-

4. What is the “cost of waiting?”

i. Present pricing with “cost of waiting analysis”

ii. Include average YoY price increases along with potential interest rate increase

iii. “This is what the exact same home will cost next year”