

Notable Consulting Projects

Client:

KOLL RESORTS INTERNATIONAL /
PALMILLA PROPERTIES &
CABO DEL SOL,
Los Cabos, Mexico
(www.oneandonlyresorts.com;
www.cabodelsol.com)

Project:

Los Cabos Real Estate—
Target Markets & Marketing Strategies

Objectives:

- Increase real estate sales via direct mail marketing
- Identify affluent target markets in the Southwestern U.S.
- Provide additional promotion, sales and marketing programs to compliment direct mail

Project Methodology and Solutions:

Defined the clientele profile for the various real estate products offered (golf course and beach-front lots, villas, single family homes and multi-million dollar properties) as a basis for the target market search.

Identified the most affluent residential communities (zip codes) and financially qualified prospects/households in CA, AZ and TX.

Recommended a complete direct mail strategy within KOLL'S budget using various list marketing sources as well as other resources (based on demographic and lifestyle variables in the clientele profile).

Outlined promotion, event marketing, partnership marketing and sales referral programs to complement KOLL'S desired direct mail campaign.

- Golf certificates/Response cards
- Buyer bonuses
- Golf tournaments (competitive clubs, professional teams)
- Property presentation/Cocktail parties
- Sales agent follow-up
- Cross reference marketing with other international vacation home destinations
- Partnership programs (airlines, credit card and incentive travel companies)

Provided a comprehensive report and presentation to KOLL upon completion of the project.

Client:

DMB / FOREST HIGHLANDS NORTH,
Flagstaff, Arizona
(www.dmbrealty.com)

Project:

New Markets for "The Meadow"

Objectives:

- Expedite lot sales on "The Meadow"
- Analyze the worthiness of geographical expansion of the "original" target market program (Phoenix metro, AZ) to two new untapped markets: Tucson, AZ and Las Vegas, NV

Project Methodology and Solutions:

Researched quantitative and qualitative data on the golf market (demographics, golf participation rates, private club and membership information) in Tucson and Las Vegas.

Conducted list marketing searches based on selected demographic variables to determine each market's "measureability" (market size—number of financially qualified households/ prospective buyers).

Provided DMB with a detailed report and presentation reflecting research results and significant findings.

Client:

KSL RECREATION CORPORATION /
DORAL GOLF RESORT & SPA,
Miami, Florida
(www.doralgolf.com;
www.kslrec.com)

Project:

Business Development:
South American Segments

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Client:

WESTROC/CHAPARRAL PINES,
Payson, Arizona
(www.crescent-resources.com/communit/cpines)

Project:

Membership Communications

Parameters and Responsibilities:

Worked directly with Club Managers on Membership communications and sales support collateral

Wrote all copy for production of the Chaparral Pines monthly newsletter

Worked directly with graphic designer on graphic layout for collateral

Client:

TOM WEISKOPF DESIGNS
Scottsdale, Arizona

Project:

Corporate Logo and Brochure Design
Office Interior Design

Design Parameters and Creative Capacities:

Designed new logo (due to corporate name change) for print communications.

Designed new corporate brochure—revised copy, updated photographs, incorporated new graphics and layout.

Managed printing/production of all new collateral

Client:

LYLE ANDERSON COMPANIES /
THE TRADITION AT DESERT
MOUNTAIN, Scottsdale, AZ
(www.andersonco.com)

Project:

TOUR Player Gifts and Corporate Golf
Merchandise Management

Parameters and Responsibilities:

Negotiated merchandise contracts for corporate
sponsor and TOUR player gifts.
Directed corporate golf outings for sponsors
during tournament week.
Recommended product development strategies
for merchandise sales.
Served as liaison between the Tradition office
and merchandise vendors.
Arranged sponsor hospitality and catered social events.

Company:

SHELL GROUP / PANIOLO GREENS
Waikoloa, HI

Real Estate Sales:

Fractional ownership condos in the Waikoloa
Golf Club, Robert Trent Jones, Jr. Golf Course

Sales Responsibilities:

Conducted off-sight sales of condominiums in the
Waikoloa Golf Club, Big Island, HI
(Property sold from Orange Tree Golf Resort in
Scottsdale, AZ).
Personal Performance: 2nd in \$ volume and
closing % on a staff of 27 agents; among the top 3
agents for lowest contract rescission rate.