

## Notable Consulting Projects (1996-2000)

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### **Client:**

KOLL RESORTS INTERNATIONAL /  
PALMILLA PROPERTIES &  
CABO DEL SOL,  
Los Cabos, Mexico

### **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.

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### **Client:**

DMB / FOREST HIGHLANDS NORTH,  
Flagstaff, Arizona

### **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.

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**Client:**

KSL RECREATION CORPORATION /  
DORAL GOLF RESORT & SPA,  
Miami, Florida

**Project:**

Business Development:  
South American Segments

**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:**

Researched quantitative and qualitative data on South American golf markets (demographics, private clubs and golf participation rates), as well as tourism trends from South America to Miami, FL.

Outlined a SWOT Analysis (Strengths, Weaknesses, Opportunities and Threats) to expanding marketing to South America.

Determined the “measureability” (market size) and “substantiality” (sales estimates—golf rounds and revenue) DORAL could expect from expanding marketing to South American countries.

Used Argentina as a “case study” for illustrating the Latino culture that must be understood to create effective marketing communications to South American segments. Cultural background, social values, patterns of life and leisure, as well as travel demographics were discussed.

Provided extensive promotion, direct customer marketing, business development and services strategies with applicable budgets, and ranked the strategies in three phases for implementation.

- Phase I: Spanish language brochures, Latino celebrity endorsement, Golf Digest Argentina advertising, Overseas sales staff, Special tournaments, Intl event marketing, Pre and post-cruise land programs
- Phase II: Direct mail, Credit card programs, Airline packages, Travel agencies, Overseas trade events, Community marketing
- Phase III: TV/Radio advertising

Provided client with a detailed report upon completion of the project with recommendations for an immediate action plan.

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**Client:**

WESTROC/CHAPARRAL PINES,  
Payson, Arizona

**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

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**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

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**Client:**

LYLE ANDERSON COMPANIES /  
THE TRADITION AT DESERT  
MOUNTAIN, Scottsdale, AZ

**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.

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**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.