MAXIMIZING YOUR PARADE EFFORTS

PRESENTED BY THE TRIANGLE SALES & MARKETING COUNCIL

#2018TriangleParade
SALES & MARKETING TIPS TO MAXIMIZE YOUR PARADE ENTRY EFFORTS

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WHAT IS THE PARADE OF HOMES & WHY SHOULD YOU CARE?

OCTOBER 6-7, 12-14, 19-21

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WHAT YOU WILL LEARN TODAY

PRE-PARADE
HOUSE UNDER CONSTRUCTION

DURING PARADE
LOOKING ITS BEST

POST PARADE
SOLD...AND GOLD

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PRE-PARADE

• KNOW THE HOME YOU ARE BUILDING
• REVIEW THE PARADE PROOFS
• MEET WITH YOUR DESIGN TEAM
• LABEL MARKETING MATERIALS TO CALL OUT PARADE HOME

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PRE-PARADE . . .

- EDUCATE YOURSELF ON SPECIAL FEATURES
- DETAILS, DETAILS, DETAILS
- DESIGN SELECTION SHEETS

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PRE-PARADE

- MEET WITH THE DEVELOPER
- OVERALL COMMUNITY PRESENCE
- MUMS, PUMPKINS & FERNS
PRE-PARADE...

• GIVEAWAY OR PARADE INCENTIVES
• CHECK WITH DEVELOPER/MARKETING TEAMS
• EXTRA COVERAGE HELP AT MODELS
• INVITE YOUR PROSPECTS

Ready for a season of home shopping bliss?
PURCHASE A HOME IN WENDELL FALLS
OCTOBER 3 - NOVEMBER 22 & GET A MAJOR REWARD

Choose from:
Lawn maintenance for 12 months
HOA dues for a year
Pool memberships for 3 friends in 2016
Weekly lunch for 2 at Grounds Café for a year
PRE-PARADE...

• ENGAGE YOUR ONLINE AUDIENCE
• TRIANGLEPARADEOFHOMES.COM
• USE HASHTAGS #2016TRIANGLEPARADE
• SITES TO BE FOLLOWING
  • FACEBOOK - @TRIANGLEPARADEHOMES
  • TWITTER- @WAKEHBA
  • PINTEREST

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PRE-PARADE . . .

• SIGN, BOOK & DIRECTIONAL PICK-UP

• GET BOOKS INTO THE HOMES

• COLLATERAL NEEDS

• TURN IN YOUR FINISHED PICTURES
THE START OF PARADE

NOW WHAT....

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DURING PARADE

• ARRIVE EARLY- LIGHTS, CAMERA, ACTION!
• PUT OUT DIRECTIONALS
• MARK OPEN HOUSES
• ADDRESS ANY PARKING CONCERNS
• RAIN PLANS
DURING PARADE

- ENCOURAGE GUESTS TO SHARE ON SOCIAL MEDIA
- OFFER LIGHT REFRESHMENTS
- RE STOCK YOUR COLLATERALS
- HEADCOUNT AND TRAINING
DURING PARADE

- AWARDS NIGHT
- SHOWCASE YOUR AWARDS
- WEEK 3 VS. WEEK 1
- PRESS RELEASES
POST PARADE BLUES

IT’S OVER – WHAT NOW? MAKE ALL THE BUSY COUNT

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POST PARADE

• WHAT IS YOUR FOLLOW-UP PLAN?
• MAKE THE INVESTMENT COUNT
• REMOVE ALL YOUR SIGNAGE
• START PLANNING FOR NEXT YEAR

GO FOR SOLD!
EXTRAS

SOME QUICK APPS TO HELP YOU SHINE

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EXTRA TIPS & TRICKS

- APPS TO HELP EDIT YOUR PHOTOS
- FACEBOOK & FACEBOOK LIVE
- INSTAGRAM

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ADDITIONAL QUESTIONS?
ASK A MENTOR!

WE CAN'T WAIT TO HEAR ABOUT YOUR SUCCESS!

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