



## RIVERSTONE AT RIVER LANDING

### SITUATION ANALYSIS:

River Landing is a 1400-acre world-class golf course community in Wallace, North Carolina. In its eighth year of sales, the developers of River Landing were ready to open a new section for development – a 152 acre peninsula of land comprising 70 premier homesites along the Northeast Cape Fear River. This new phase would be called – RiverStone. It would represent the most expensive homesites ever offered in River Landing.

### OBJECTIVES:

- Introduce RiverStone as an exclusive enclave of 70 premier riverfront and golf course homesites
- Launch an intensive 4-month media and direct mail campaign culminating at RiverStone's Grand Opening
- Drive in-bound lead generation to the property by offering a 'special reservation program' entitling 'reservation holders' the opportunity to attend the exclusive Grand Opening and the opportunity to be among the first to select from the outstanding homesite offerings at River Landing on a 'first reserve, first select' basis.
- Sell a minimum of 20 homesites during the Grand Opening Event - projected at \$4,000,000 total sales

### STRATEGIES:

- Introduce RiverStone as a limited time offering of just 70 outstanding riverfront and golf course homesites
- Change any negative perceptions surrounding the location of River Landing
- Position RiverStone as an exceptional lifestyle – ***"Life is Good Along the River"***
- Utilize billboards, direct mail, and local, region and national newspapers to convey the creative message.
- Target the affluent greater Washington, DC, northern Virginia marketplace,

### RESULTS:

- In all, over 400 qualified leads generated a total of 70 reservations requiring a \$500 deposit, entitling Reservation Holders the opportunity to attend the 3-Day Grand Opening event.
- 38 golf course and riverfront homesites were sold at the Grand Opening totalling 6.3 million dollars in sales. Sales exceeded desired projections by 35% or 2.3 million dollars in sales.
- Residual benefit from the RiverStone campaign helped to sustain continued sales momentum at the property.

