



Holly Creek Case Studies

Sales were stalled at Holly Creek during the critical period before finance and construction of the project. The client, Christian Living Campus, engaged Seniority to manage the sales office and re-energize the sales plan and achieve pre-sale goals required by the underwriter. The sales office suffered from a number of organizational problems that were impeding results: lack of a targeted marketing and advertising campaign; lack of consistent sales office systems and training; inadequate sales office leadership; undesirable office location; and inadequate controls of budgets.

Seniority immediately implemented the following sales office systems:

- Regional supervision to provide on-site sales and marketing leadership and training
- Revised collateral material, newspaper advertising and direct mail
- Sales and marketing plan that defines specific goals and includes competitive analysis
- Computerized lead tracking system, weekly call and appointment goals
- Sales office relocation from a worn trailer into a model apartment setting
- Monthly budget reporting and monitoring
- Leadership and ongoing support in hiring and training new sales and marketing staff
- Consulting input into the design and development phasing of the community

The Results

The project achieved its 70% pre-sale goal under Seniority in January 2004. Construction began immediately, financed by an interim construction loan. In November 2004, B. C. Ziegler Company led the close of permanent bond financing of Holly Creek. As of January 1, 2005, Holly Creek had 102 deposits on its 114-apartment Phase I (89.4%). The project opened in June 2005, and by the end of October 2005, 67 apartments had been filled, far exceeding bond covenant goals.

Seniority was also engaged by the client to provide pre-opening management consulting services both before and after the scheduled June 2005 opening of Holly Creek. Occupancy is currently on track and continues to exceed move-in expectations. Seniority also managed the sales efforts for Phase II of Holly Creek. Phase II opened in August 2008, while being 100% sold under Seniority's leadership.

Sales and marketing results are measurable. Call Seniority today if your pre-sales effort needs a boost.