FOX | MANAGEMENT CONSULTING

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CASE STUDY

Developing a Marketing Plan for a Real Estate Developer

Client Profile

Dominion Mid-Atlantic Associates (DMAA) is a successful real estate developer whose mission is to establish economy-boosting projects in the United States by seeking foreign investors for these projects. Unlike other investments, these projects will provide investors with a unique combination of both a return on their investments and an EB-5 visa for both the investors and their families.

The Project

DMMA engaged Fox Management Consulting (Fox MC) to develop a marketing plan for its first project, Blandford Heights. DMAA plans to use its regional center status and the EB-5 program to acquire investors to achieve 80% equity investment during the development phase of this project. With 3000 EB-5 visas available for Regional center investment, DMAA would like to acquire 24 investors for this project and establish a pipeline for future projects.

Recommendations

Fox MC recommended that DMAA use a combination of marketing tools to gain access to potential investors:

- Direct sales and marketing through currently established connections
- Media and advertising to support the direct sales
- Partnerships with investor brokers and consultants

It was suggested that DMAA take advantage of the potential that exists within the HNI Indian market. This is a huge and rapidly expanding market and the ROI combined with the United States visa DMAA is offering will put it a notch above its competitors. Fox MC proposed that DMAA use a combination of the connections its team has in India, social media, and investor brokers. DMAA can leverage its enhanced financing through the regional center's capitalization, allowing for a cost efficient construction model and a leaner operating model than its competitors. This strategy will allow DMAA to thrive even in worst-case demand conditions.

Results

Since the project concluded, Dominion Mid-Atlantic Associates has generated $100,000 in sales efforts.