

# Rural Communities Housing Development Corporation

Outreach & Marketing

May 29<sup>th</sup>, 2008

# Marketing Process

- Goals
- Target
- Market research & analysis
- Product profile
- Marketing strategy and tool development
- Training the team
- Timetable
- Budget
- Evaluation

# Marketing Process

## ■ Goals

- Specific
- Measurable
- Time sensitive

## ■ Product profile

- Features
- Functions
- Purpose

# Marketing Process

- Tips to Knowing your product
  - Read the literature provided to the customers
  - Attend the classes provided
  - Check out the competition
  - Sell the product to your co-workers
- Believe in the product
  - Use the product
  - Redefine the product

# Marketing Process

## ■ Budget

- Be realistic
- Do not lose sight of the goal

## ■ Evaluation

- Measuring the success
- Opportunity to make corrections

# WIFM - What's in it for me!

## ■ Homeownership

- To stop paying rent
- Security
- Stability
- Build wealth

## ■ Property & Neighborhood

- Safe
- Sense of community
- 3 bedroom
- A “Good Deal”



# WIFM - What's in it for me!

- Financing & Homebuying process
  - Low or no down payment
  - Low monthly payments
  - Help with resolving credit issues

# Facilitating Meetings

- Skills
- Tactics
- Logistics

# Saying No

- Steps for saying No:
  - Show empathy
  - Explain the reason
  - Tell the costumer what you can do

# Code of Ethics

- National Homeownership Industry Standards
  - [www.homeownershipstandards.com/](http://www.homeownershipstandards.com/)
  - Encouraging Nationwide Quality
  - Endorse or Adopt