

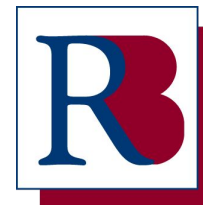
Richard Bowers & Co.

MGMT 4550: Final Presentation

By: Joseph Chou, Matt Costanzo, Dua Singh, Peter Zhang, Delaney Eagle

Agenda

- ❑ Engagement Recap
- ❑ Prototype Changes
- ❑ Implementation Plan
- ❑ Questions and Feedback



Richard Bowers & Co.
Real Estate



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Engagement Recap

Initial Ask

- ❑ Researching and understanding MPC to find potential developers
- ❑ Market report to summarize the state of the resort and MPC market
- ❑ Potential marketing ideas for the report

Our Process - Developers

- ❑ When the developer was not clear
 - ❑ Used “about us” section
 - ❑ Researched the organizational structure
 - ❑ Researched the founder/ CEO and other companies associated with the person

Our Process - Market Report

- ❑ Research
 - ❑ Resorts during Covid
 - ❑ Specific Hotel Data
- ❑ Second Home Buyers
 - ❑ Updated insights on buyers during the pandemic



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Prototype Changes

Second-Home Market

- ❑ Co-primary homes
 - ❑ Will continue past vaccine
- ❑ Cities to suburbs
 - ❑ 74% decrease in NYC, 89% increase in the Hamptons
- ❑ Out of state buyers
- ❑ Extra room and unique amenities
 - ❑ In home and in community

Master Planned Communities

- ❑ Outdoor amenities
- ❑ Sense of community
- ❑ Sooner move in
 - ❑ However, many still want customization
- ❑ Strong performance currently
 - ❑ Howard Hughes
 - ❑ Bridgeland set sales record in May
- ❑ Increase in millennials

Developers

- ❑ Utilized lists provided and researched notable developments in the area
- ❑ Most developers on the Southeast coast are small to mid-sized; most in the Carolinas or FL
- ❑ Added developers' list of specialty communities

Developers

- ❑ Used a variety of methods to find developers, including tracing the CEO, public disclosures, and news reports
- ❑ Found contact mainly through investors' websites; most numbers are to the management's office

Marketing Ideas

- ❑ Email Marketing
- ❑ LinkedIn
- ❑ Virtual Conventions
- ❑ Website

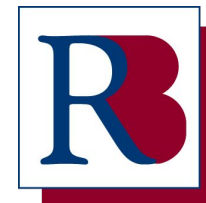


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Implementation Plan

Sense of Urgency

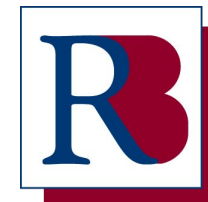
- ❑ Strong investment opportunity
 - ❑ Deals rising again
- ❑ High point in second-home market
- ❑ Resorts recovering
- ❑ Riskier to wait



Developers

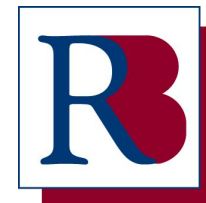


- ❑ Our Recommendation:
- ❑ **Artisan Built Communities**
 - ❑ Based in Georgia
 - ❑ Currently have 2 communities
 - ❑ Amenities integrated into nature



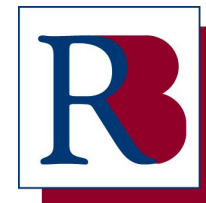
Developers

- ❑ Steps for Outreach:
 - ❑ Listed Contact Info
 - ❑ Send over the market report
 - ❑ Coordinate development and site
 - ❑ Confer original list



Marketing Timeline

- ❑ Focus on Email Marketing, LinkedIn and Real Estate Virtual Conventions
 - ❑ Followed by the website





Questions?



Feedback