

# Az Leaderforce Report

## Habitat for Humanity Project Johnson Townhomes

December 10<sup>th</sup>, 2010



# Challenge:

Johnson Townhomes are proving more difficult to sell vs traditional Habitat projects



## AZ Leaderforce Project:

- Identify more effective ways to market Townhomes
  - Meet 4-year sales-plan

# LeaderForce Team

- ▶ Leader: Scott McClintock
  - Retired Sales Exec. CPG, Entrepreneur
- ▶ Habitat: Maribel Saucedo
  - Family Services Manager
- ▶ Habitat: Larry Gudis
  - Board Member, LeaderForce Champion
- ▶ Coach: Michael Certo
  - Mortgage Planner, Imortgage
- ▶ Coach: Sandy Tiller
  - Discover Card
- ▶ Coach: Peter Burger
  - Monarch Communities

# Project Results

- ▶ Updated Brochures
- ▶ Developed Concept to incentivise Real Estate and Finance professionals to refer to Habitat
- ▶ Developed collaboration with UMOM
- ▶ Reviewed direct mail strategy
- ▶ Updated direct mail post cards
- ▶ Final presentation to Habitat board 12-10

# Referral Program

- ▶ Easier Way to Say “NO” to a client. The least favorite thing for agents and loan officers to do with their clients
- ▶ Build a relationship with a client – Very much a relationship driven business
- ▶ Future Business – May eventually grow out of a habitat house and into a new home with their family

# Collaboration with UMOM

- ▶ United Methodist Outreach Ministries
- ▶ Several Meetings with UMOM
- ▶ Program coordinators are contact point
- ▶ Meeting with potential buyers at two separate UMOM sites
- ▶ Identified 2 prospect families to date
  - None for Johnson Townhomes yet

# Direct Mail

## Recommend

- ▶ 2X per Year
- ▶ 2500 Pieces
- ▶ Use current source for addresses
  - Sort according to target HH; size & sqft
- ▶ Post card with new art work