



THE
MASIELLO
GROUP

www.masiello.com

*The Region's Premier
New Home Marketing Program*

BUILDER SELECT
NEW HOME MARKETING PROGRAM

Marketing New Home Communities in New Hampshire, Maine, Vermont & Massachusetts

Better Homes & Gardens Real Estate The Masiello Group has formed relationships with leading builders and developers like you throughout Northern New England, making it easy for area buyers to find and purchase quality new homes in well planned communities.

Our experienced REALTORS® work to provide our builders with comprehensive representation, troubleshooting & support, while helping buyers sort out the details of new home construction and purchase.

Through The Masiello Group's in-house marketing department, comprehensive collateral materials are developed to aggressively promote a New Home Community to its target audience – From single and multi-family developments to condos, 55+ communities, vacation homes and more.

To qualify for the Builder Select Program, your property must have a minimum of 4 lots and a term length of 12-months with exclusive rights to sell the listing with a 6% commission.

Our Marketing Plan

Our focus has always been on developing specialized tools and custom techniques to ensure that every property we represent is seen by the most qualified buyers in the market place. Properties in our Builder Select New Home Marketing Program will receive the following:

- A **Market Valuation** to assess the target audience and appropriate pricing level
- Creation & design of custom **Brochure**
- Production of **Electronic Brochure** for online distribution
- Production of **Virtual Tour**
- Submission to many online distribution services including the following **Well Respected Marketing & Distribution Channels** for maximum exposure 24 hours a day, 7 days a week:

Masiello.com	NYTimes.com	Zillow.com	bhg.com
Courant.com	Trulia.com	Realtor.com	Realestatejournal.com
Homes.com	Boston.com	bhgrealestate.com	Frontdoor.com

- Also **Four (4) Multiple Listing Services (MLS)**...Plus many other web and search engine postings!

Our experienced
& knowledgeable
REALTORS® welcome
the opportunity to
custom design a
successful marketing
plan for you

Web Design for the Builder Select New Home Marketing Program

Marketing will design and add your community to www.masiello.com, which then feeds the most active websites for the widest distribution to potential buyers. This is an opportunity for the builder and interested buyers to see all of the details about each community and to be able to download a brochure outlining the project.

Sample Web Pages



BUILDER SELECT NEW HOME MARKETING PROGRAM

How We Market Your Community

With a few essential items provided from the builder to the REALTOR®, The Masiello Group's marketing department will create a custom, comprehensive branding package targeted to reach the right buyer.

The New Home Community Package Also Includes a Detailed Brochure with the Following Information:



The New Home Community Logo

Marketing will produce a logo to help you brand your community to the right audience. If you have an existing logo, we'll apply your logo to print materials, web materials, signage and advertising. If you need a logo designed, marketing will create one for you to use with all of your materials.

New Home Community Site Sign

As part of our services, marketing will design and produce a 4 color, project site sign for your New Home Community (it must be requested).



The Builder Logo/Information

If your builder has a logo to represent their company we can place it into the brochure and web pages with a brief bio of their work/projects and business history, which serves as a mini resume. However, if the builder doesn't have a logo we can simply mention the name.



Floor Plans & House Renderings

Floor plans and house renderings show the layout for each of the home styles available through a builder. Floor plans are essential for providing the potential buyer a sense of space, amenities and variations.

Development Map

Development maps show a visual overview of the number of available house lots that are a part of the entire New Home Community and includes total acreage, lot acreage, placement of access roads and driveways, etc. Development maps can also show proposed landscaping features and amenities.

Community/Local Area

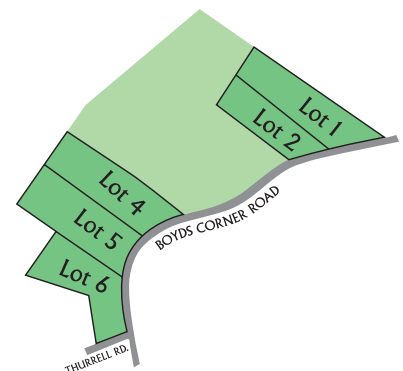
Community information focuses on highlighting various aspects of each neighborhood (setting, proximity to major highways, shopping, arts & entertainment, outdoor activities, etc.) to help attract potential buyers. Community information can also provide details on land that may abut the development. Local area information focuses on the city where the New Home Community will be established.

Builder Specifications

Builder specifications detail the features and amenities of the available house styles in the New Home Community. Items such as the number of bathrooms or bedrooms, room dimensions, materials to be used in construction, painting of interior and exterior walls and landscaping are all outlined in the builder specifications. Buyers are also made aware of any allowances for fixtures, appliances etc.

Price/Options List

The price/options list details the range of house styles available and it gives information on options available in packages.





**Better
Homes**
and Gardens
REAL ESTATE

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