

# Cover Letter

## **To Dean Keller, Principal Broker at Keller Williams**

With today's highly competitive real estate market it is extremely important to stay ahead of the competition. Our marketing team has researched the market, the competition and various strategies that would benefit you and your real estate agents. By implementing these strategic plans, you will see greater influx of customer satisfaction and more success for you and you agents.

We have evaluated the current market situation, discovered Keller Williams strengths, weaknesses, opportunities and threats, we have evaluated the goals and objectives that should be applied. Our experienced marketing team has come up with a strategic marketing plan in order to help Keller Williams increase its reach and form more meaningful relationships with its clients.

Our marketing firm has spent countless hours evaluating the market and the best way to meet the needs of the buyer and seller so that both are satisfied with the services provided. Research proves that in order for Keller Williams Realty to separate from its competitors its target market should be the large number of "newlyweds" and "excelling elders" groups. We will go more in depth on how to target these groups in our proposal.

Purchasing a home is more than just finding something that is adequate. Having a real estate agent that always keeps the customer in mind is required. By applying our marketing strategies, Keller Williams and its real estate agents will remain head and shoulders above their competitors. By choosing our marketing team, Keller Williams will see greater results than ever before. We are confident in our research and our marketing strategies and you can take confidence in us. We look forward to doing business with you.

Best Regards,

*Brandi Adams*

*Braden Paxson*

*Bradon Fennell*

*Kevin Burton*

# Table of Contents

## **Recommended Marketing Plan**

• Introduction	3
• Current Marketing Situation	5
Overall Marketing Analysis	
Competition	
• Strategic Analysis	6
• SWOT Analysis Discussion	7
Strengths	
Weaknesses	7
Opportunities	8
Threats	9
• Goals and Objectives	9
• Marketing Research Proposal	10
• Position Strategy	12
Position in the Consumer Mind	13
Map	14
Competitive Positioning	15
• Product Strategy	15
The Product/Service	
The Product Life Cycle	16
• Price Decisions	17
• Place and Distribution	18
• Promotion Strategy	20
Advertising	22
Personal Selling	
Sales Promotion	
Public Relations	
Direct Marketing	
• Summary of the Plan, Conclusion and Advice	24
• References	25
• Appendix	26
• Newspaper Ad	27
• Direct Sales Pamphlet	28

# **Keller Williams Westfield Realty**



## **Recommended Marketing Plan for the Summer of 2013**

**Prepared by Kevin Burton, Braden Paxson, Brandi Adams, and Bradon Fennell, UVU Marketing Students**



## Introduction

In 1983 in Austin, Texas, Gary W. Keller and Joe Williams started a real estate business. Their business grew so rapidly that in 1991 they decided to expand by franchising. With now over 700 offices and 80,000 agents operating under the Keller Williams name, Keller Williams is the largest real estate company in the United States and Canada.

Braden Paxson runs his real estate business as an independent agent out of the Keller Williams-Westfield Real Estate office in Orem, Utah. His business is run using the tried and true Keller Williams motto “Win-win or no deal”. Keller Williams and Braden Paxson believe the best business is performed when the seller and the buyer are both satisfied and happy with their services.

Braden works diligently updating the many resources available so the seller’s home is available for viewing only minutes after the seller’s contract has been signed. He also assures the buyer the best possible value for their dollar and helps them find a home suitable for their living needs. In order to accomplish these tasks, Braden utilizes the resources available through Keller Williams so that he can offer his clients the best possible service to assure their satisfaction.

Braden is professional, personable and takes the time to understand his client’s needs and desires. He understands his work and dedication are what decides whether or not his business will be a success.



# Current Marketing Situation

## **Overall Market Analysis**

The current marketing situation is a seller's market. Multiple offers on a single home have become a commonality. The number of people looking to buy a home outnumbers the amount of new homes available. Such situations usually lead to increasing in the amount of new construction. Currently there are many new homes under construction projects. With the promising buyers' market, it would be wise for real estate agents to get to know the builders and market their homes.

As far as the competition is concerned, there are other companies such as Century 21, ReMax and Prudential. Keller Williams is one of the top companies because of how the company views its clients and customers. It goes back to the "Win-Win or no deal" mentality. At Keller Williams, they don't compete against one another for clients as is the case with competitors. They work together as a team and when someone discovers something new to increase productivity, it is shared with all the other agents. Because of the strong unity and teamwork, the company is more productive helping them stay ahead of competition.

## **Competition**

Just as any successful company, Keller Williams has many competitors. The main competitors are Prudential Financial Inc. and Re/Max International, Inc. along with many other realty groups that seem to come and go with the change in economy.



Keller Williams believes that with their customer satisfaction and customer reviews, they can stay one step ahead of its competitors.

## Strategic Analysis

Keller Williams hires quality agents to represent their company. Braden has become a leader in sales in the Orem office. He works hard to recognize what his clients want and works endlessly to find exactly what they are looking for. This quality behavior is a strength that benefits Braden and his branch and Keller Williams. Real estate is a competitive market and Braden faces challenges trying to make a reputable name for him in the business.

## S.W.O.T.

<u>STRENGTHS</u>	<u>WEAKNESSES</u>	<u>OPPORTUNITIES</u>	<u>THREATS</u>
<ul style="list-style-type: none"> <li>➤ Provides quality home listings in Utah County</li> <li>➤ Lead market in home sales in 2010, 2011 &amp; 2012</li> <li>➤ Backed with a strong well-known company in the real estate world</li> <li>➤ Outstanding customer service and dedication to each and every client</li> </ul>	<ul style="list-style-type: none"> <li>➤ Up against several aggressive realtors</li> <li>➤ Competitive market</li> <li>➤ Other personal obligations</li> <li>➤ Constant changes in rules and regulations</li> </ul>	<ul style="list-style-type: none"> <li>➤ Opportunity to open own office</li> <li>➤ Economy is stabilizing</li> <li>➤ My referral and return client list is long and growing</li> <li>➤ Able to assist in Spanish and Chinese</li> <li>➤ Branch out to selling commercial property</li> </ul>	<ul style="list-style-type: none"> <li>➤ Highly competitive market</li> <li>➤ Economy rises and falls</li> <li>➤ Unpredictable outcome on sales</li> </ul>



# SWOT Analysis Discussion

## **Strengths**

Braden Paxson Real Estate's top three strengths:

1. *Provides quality home listings in Utah County.* The real estate market is coming into its richest selling season. There is a wider variety of homes on the market and sellers that are anxious for a quick sell.
2. *Leader in the market for home sales 2010, 2011, & 2012.* Staying up to date on current trends and procedures has allowed Braden the chance to get ahead of competitors and better know customer's needs and wants.
3. *Backed by a strong well-known company in the real estate world.* Braden has joined a prestigious and successful company to sell under their name. Braden is already ahead of the market by joining the Keller-Williams Westfield Real Estate team.
4. *Outstanding customer service and dedication to every client.* Personal attention to clients will build clientele and advertise through word-of-mouth.

## **Weaknesses**

Even though Braden works under a well-known name, he comes upon limitations that he has to work through to have continued success.

1. *Up against several aggressive realtors.* Real Estate is a highly competitive business, not only does Braden have to compete with other agents in the area, but

also with agents in his own office. The market is saturated with appealing marketing tactics and he will have to dedicate time to become more noticeable.

2. *Competitive market.* This is where you make a name for yourself; Competition often makes for stressful situations, long nights, and costly risks.

3. *Personal obligations.* With obligations in the military and with family there are occasions where he may not be available in the time demanding market.

4. *Constant changes in rules and regulations.* Real estate rules and regulations are often changing and being updated. If an agent is not constantly learning about the changes it can cause costly mistakes.

## **Opportunities**

Braden has many opportunities to grow and expound his business. Greater focus should be placed on the following:

1. *Opportunity to open own office.* By running an upfront business Braden can eventually open his own branch.

2. *Economy is stabilizing.* The economy is leveling out and showing signs of an incline. With the incline in the economy, the home buying/selling market will also increase. New clientele will be available.

3. *Braden's referral and client return list is growing.* Good client representation is one of the best ways to gain and retain clients.

4. *Branch out to selling commercial property.* The possibility of immersing into selling commercial property can increase selling potential and revenue.

## Threats

With a constant change in the economy Braden must prepare for the unknown. The main threats Braden faces are as follows:

1. *Highly competitive market.* Real estate is a highly competitive occupation. It will take time to study out the competition, what tactics they are using and work to stay ahead of them.
2. *The economy rises and falls.* The market has had its ups and downs over the past several years. Whether it is going to be a buyer's or seller's market or no one's market is unpredictable.



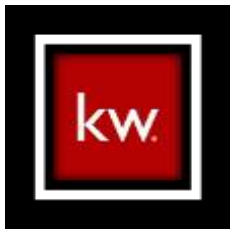
## Goals and Objectives

First year

- Regain initial investment
- Sell #10 homes
- Acquire a clientele
- Become a member of the BNI (Business Networking International)
- Create a website for business

Within five years

- Be a top 25 agent
- Become a Broker
- Purchase a Keller-Williams branch under Braden's name
- Establish strong marketing for name, and reputation
- Reach \$1,000,000.00 annual income
- Start first year of Commercial Sales



## **Marketing Research Proposal**

Looking for a new home can be a difficult thing. With a realtor that has a “win-win or no deal” mentality, things become a little easier. Braden Paxson, a real estate agent for Keller Williams Westfield Realty, strives to find the best situation for both the seller and the buyer of each home. With a market that is constantly changing, it is important to look at what is working and what needs to be improved. With customer satisfaction in mind, we will look into what information would be valuable for Braden to know and how this information can be obtained.

Each customer has a different experience when buying or selling a house. To specify what each client has experienced with Braden as their agent, we think a survey would be an effective way to discover what was good and what can be improved upon. The survey would be emailed directly to each client that has used Braden's services

within the last year. Using email creates ease for clients with minimal effort on their part. Email would also be cost free for Braden to send and he will get honest and fair responses. Because the clients are putting in the extra effort to fill out the survey, an incentive would be wise, such as a house warming gift (toaster, gift card to Home Depot, gift basket, etc.). With the survey and the gift for filling out the survey, customers will feel their opinion is truly being valued. This will be another good experience they can remember while working with Braden.

### **Sample Survey**

<b>1) How did you hear about Keller Williams Realty?</b>
<b>2) What did you like most about working with real estate agent, Braden Paxson?</b>
<b>3) Would you recommend Braden Paxson to a friend? Why or why not?</b>
<b>4) Were you able to contact Braden when needed?</b>
<b>5) Did Braden show you houses that met your requirements?</b>
<b>6) Did you feel like you had a “win-win” experience for both buyer and seller?</b>

**7) Do you feel Braden exceeded your expectations with his customer service? Why or why not?**

**8) On a scale from 1-10 (10 being best) how would you rate your overall experience working with Braden?**



## **POSITION STRATEGY**

### **Strategy**

The city of Orem and Provo are ideal cities for Braden to serve to a large market. There are many major shopping chains, restaurants, beautiful scenery and two universities nearby. It is an ideal location for house hunters and sellers. Braden tries to accommodate to the many potential clientele that are found in these two cities and others located adjacent.

With the two major Universities in the area, Braden has the potential to work with students who are looking for a place to live as well as recently married couples that attend these schools. For these students and recent marrieds (“newlyweds”) who live on a tight budget, townhouses and condominiums tend to be ideal options. Braden would like to strategically target these “newlyweds” and inform them of the many benefits they would have in purchasing a home, townhouse, or condominium. Many that find themselves in the “newlywed” group qualify for Utah Housing benefits, tax advantages and the potential to earn profit from their homes when they are ready for an upgrade.

Braden believes that many students or “newlyweds” would buy homes if they knew what they qualified for.

Another group that requires much of Braden’s focus is the empty nesters who would like something a bit smaller and something that better suits their needs. This group, the “excelling elderly”, makes up a large portion of the community and there is great potential for Braden to work with. Those that fall into the “excelling elderly” are generally more stable financially. Many are looking for a downgrade in the size of home but also an upgrade in the quality. Many prefer the community style living with close neighbors and others in similar circumstances as theirs.

With both the “newlyweds” and “excelling elderly” groups in focus, Braden would like to place special emphasis on townhouses, condominiums and homeowner associations. Braden will use a “close and comfortable” theme to advertise the close living quarters. He will put much focus on advertising in student publications, common housing magazines, elderly magazines along with social media networks, such as Facebook and Twitter. He will rely heavily on word-of-mouth advertising in these tightly knit communities.

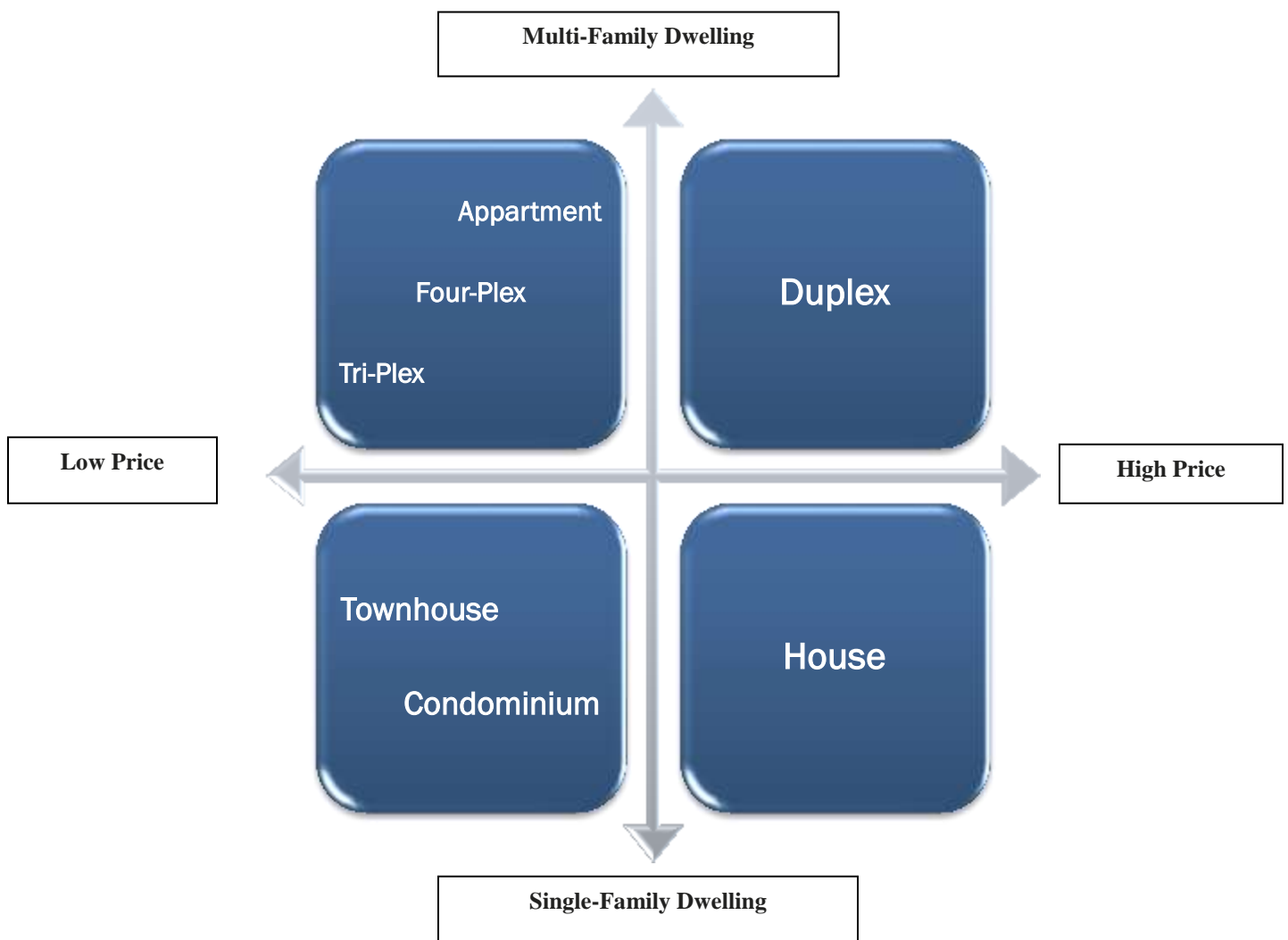
## **POSITION IN THE CONSUMER MIND**

Becoming a home owner is a dream come true for most people. Braden would like his customers to envision the luxury and the advantages that come with owning your own home. Whether it’s the “newlyweds” or “excelling elderly”, finding the right house is a concern for all. By focusing on the needs of these two groups, Braden can position him and his business in the mind of his consumers. As Braden strives to help

the “newlyweds” find their first home and the “excelling elderly” fill their needs, he will find more success and position himself above the competitors.

### MAP

Braden’s services include that of multi-family dwellings such as townhouses, condominiums and other duplexes. Profits from these developments vary but are generally less than single family dwelling. However, by using the proper positioning strategy and focusing on the “newlyweds” and “excelling elders”, the clientele potential will greatly increase. Below shows the layout of the pricings of each dwelling.



## **Competitive Positioning**

Braden can place himself in front of his competitors by doing the things that the competitors won't do. By implementing the "win-win or no deal" strategy Braden can provide the best service for both the seller and buyer. Clients will see the difference in his service and help advertise by word-of-mouth.

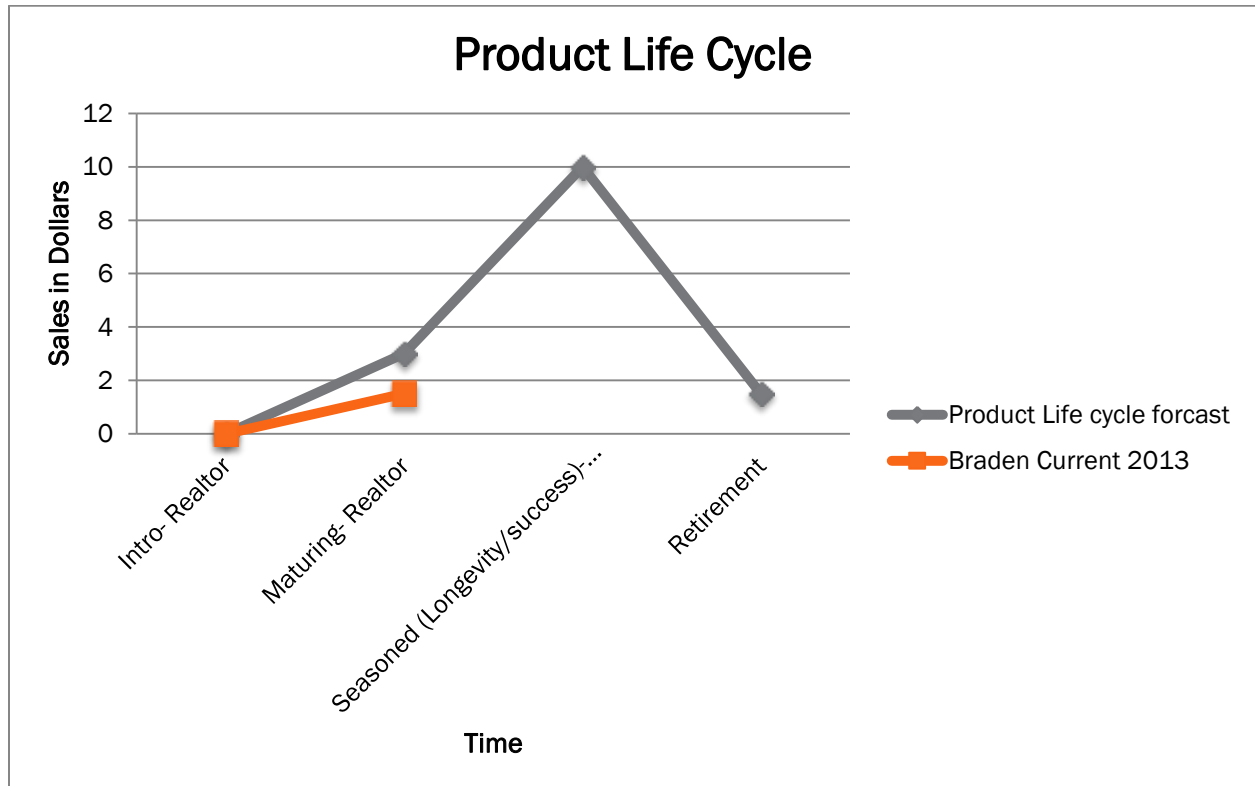


## **PRODUCT STRATEGY**

### **The Product/Service**

As a real estate agent, Braden offers many unique abilities to help his clientele. He is immersed in the military and has a strong knowledge of the benefits that apply to those that are also in that situation. With this knowledge, Braden can make a valuable connection to past service men or women who may be in the "newlyweds" or "excelling elders" groups. As he looks to implement his knowledge that would be valuable to all clients and especially those of the "newlyweds" and "excelling elders", he will find greater success in his work.

## The Product Life Cycle



The home buying experience right now is unpredictable. Over the last couple of months we have seen a growth in the rates. With this growth, many buyers are waiting to see what the economy does. With the stabling economy it is becoming more of a seller's market.

Braden can reach more of the clientele in the “newlyweds” and “excelling elders” by informing them of the government help they may qualify for. Many people holdback on buying a house because they lack the information necessary to make such an important decision. With a growing population in the cities of Orem and Provo, Braden will have a constant market to target.



## Price Decisions

In order for Braden Paxson, a real estate agent for Keller-Williams Westfield Real Estate to be competitive and profitable in the pricing market, he will need to use several pricing strategies to decide which one will best fit the market he is competing in. For the seller it is important to be able to receive the money from the perceived value of their home; therefore pricing to sell is a key component in the mix.



With the competitiveness of real estate, more than one pricing strategy is necessary to make sure the buyer, the seller and the agent are all getting the most for their money. Braden follows several pricing strategies to offer a



win-win situation for the seller and the buyer. Comparable marketing, square foot pricing and an evaluation of unsold homes in the area are three methods that Braden considers when setting a price for a home that will be attractive for potential customers and satisfactory for the seller as well.

- **Comparable Marketing** – When approached by a seller to market their home, Braden does a thorough market evaluation of the homes that have recently been sold in the area. Factors involved in the asking amount of a home are things such as curb-appeal, amenities and location.
- **Square-foot Pricing**- Braden uses this method when he is marketing a home that is not a cookie-cutter home. There are three parts involved to setting the price using square-foot pricing. Braden takes 3 - 5 homes in that are similar to

the one being placed on the market, totaling the square footage of each and dividing by the amount of homes evaluated. This gives the average square foot for your comps. You then add up the total selling price received for the homes divide by the number of homes in the comparison, this gives the average selling price. Third, divide the average price by the average square foot. This will give you the average price per square foot of the comps. Lastly, take the average price per square foot and multiply it by your homes square feet. This price will give a competitive price to list the home.

- **Unsold Homes** – An evaluation of the homes for sale in the area, the amount of time the home has been on the market, and the price the home is listed. If the home has been on the market for over thirty days it is a good indicator that the price is not set competitively. If the pricing was reevaluated compare the sell price to the original asking price to see how much above or below the market it sold. This gives Braden an idea of how the market is behaving and how aggressive it is being.

One pricing strategy is not enough to decide the selling price of a home. Braden's buying market consists of mostly young first time buyers or elderly downsizers. He will have to evaluate which strategy has been used or needs to be used to best accommodate his clientele.



## Place/Distribution Strategy

Keller Williams uses the direct distribution channel and direct marketing to reach its clients. They keep a database of all current, past and prospective clients and they have access to the Multiple Listing Service. This allows them to custom a property search to find the features that their clients are looking for in a property.

There are many ways which Braden can locate properties for clients. Many builders look for agents to market the properties that they build and Keller Williams has agents who specialize exclusively in working with builders to find clients. They also have commercial agents who specialize in marketing commercial property for sale or rent to businesses.

The position that Keller-Williams hold in the distribution channel is that they are a brokerage that represents clients and assists them in either buying or selling property. Also in their distribution channel, is the lender or mortgage company. Braden usually works with Axiom Financial but a client can work with their own finance company if they feel so inclined.

The first step of the process is pre-qualifying for a loan. Because Keller-Williams has the cash customers need for the loan, it protects both the buyer and seller if something was to happen so that no time is wasted. When a client wants to make an offer on a property, Braden writes it up on a Real Estate Purchase Contract and send it to the seller or the seller's agent which they can either accept or reject. When an offer is accepted, there are several things that must happen before the sale is complete. There are appraisals and inspections that must be made within certain timeframes. If all is

done successfully, then the property goes to closing. After closing, the property is transferred to the buyers upon the information being recorded at the county.

Clients have easy access to Braden's office for Keller Williams- Westfield Real Estate, which is located at 841 North 900 West Orem, Utah 84057. It is a new building built within the last five years, located on a local main street. It is easily found by taking the 800 north exit and is conveniently located in the Orem strip mall. The office building is located in the middle of the Timpanogos Hospital, Winco, Luxurious villas, many restaurants, and shopping.

The Keller Williams office has a Tuscan feeling and is located in a great spot. The exterior is stucco and brick, which presents a homely environment. It is also complimented with 3 large picture windows that allow the outside in. As one walks in, they are greeted by a friendly receptionist. Once you are greeted, the receptionist gets your name and contacts the agent you are working with via Office Messenger. At this point you are offered a beverage and snack. This makes for a seamless transition to the agent, all while feeling comfortable and recognized. The receptionist takes notes about some basic characteristics of the clients so that they can put the client's name with their face. With this tactic, the clients will feel remembered and appreciated each time they enter the office.



The location of this office is ideal in that it is located in an up and coming area. One improvement Keller-Williams may need to work on, it having their company name and logo better represented so that clients will see and recognize the business even easier.



# Promotion Strategy

For Braden to be one step ahead of the competition, it is important that he promotes his strong points. The “win-win or no deal” motto is a good place to start. Many realtors will do whatever it takes to sell a house. Braden will keep in mind both the seller and the buyer and try to find the best deal for each party involved. The implementation of the **integrated marketing communications** (IMC) concept will be extremely important for Braden to reach as many clients as possible and in the most effective way.

## **Advertising**

Advertising will be important for Braden to reach as many potential clients as possible. Because Braden is fairly new as a real estate agent, it is important that he advertises in a cost friendly way. It would be wise for Braden to utilize social media resources such as Facebook or Twitter to help his clients find houses they may be interested in, in an easier way. Braden has a website through Keller-Williams that makes it easy to locate current listings. With social media involved, Braden could reach even more clientele in a more customer friendly way.

It is important that Braden advertises the things that set him apart from the competition. Braden’s motto, “win-win or no deal” would be a good idea to advertise as his “Big Idea” theme for his campaign. As clients think of Keller Williams and its real estate agents, they should think of the motto, “win-win or no deal”. For this advertising campaign, we will focus on this motto and the convenience it will be for clients to work with Braden and Keller Williams.

We suggest that Braden take advantage of the local newspaper and put an ad in the Daily Herald. Costs vary depending on the publication, size of the ad and the contract with the publication. Costs range anywhere between \$200-\$10,000. Braden can place an ad and see what results come from it. The 4"x6" ad (below) would be an inexpensive way to get the word out on Braden's services. Another form of advertising that we suggest would be direct mail. Braden could receive a list of up to 5,000 mailing addresses and printing a pamphlet (see pamphlet below) all for around \$2000.

Both of these methods would be fairly inexpensive and would help his customers and potential customers become familiar with him and the way he serves his clients.

### **Personal Selling**

Personal Selling is a huge part of real estate agent's success. It will help Braden build long-term relationships with his clients and will help him resolve their concerns. As Braden works personally with his clients, he will earn their trust. These good experiences will help him get more clients as current clients advertise for him by word-of-mouth.

### **Sales Promotion**

Sales promotion can be seen as a challenge for those in the real estate business. You can't have a clearance sale on houses or a buy one, get one free sale. To promote sales, it is important that Braden does something that shows he goes over the top for those that work with him. Something simple, such as a free house-warming gift for all clients who choose to work with him, could help set him apart from other realtors.

### **Public Relations**

Public relations could be a huge boost for Braden and for Keller Williams. Braden and those he works with could do a service project or something to that matter and get

the attention of the media. This would create free advertising for him and the company and would put them ahead of the competition.

### **Direct Marketing**

Braden can direct market to those he works with via email or telephone calls. He can get in contact with each client and ask how he can be of better service to them. As he personally does this, his clients will see he truly cares for them and not just the business they will bring him.

### **Integrated Marketing Communications (IMC)**



As each aspect of the Integrated Marketing Communications (IMC) is applied, Braden will see greater results. He will be able to access what is working and what is not, and apply new tactics. It is an ongoing process of evaluations and experimenting that will help him determine the best strategies to try.



# Summary of the Plan, Conclusions and Advice

## **Conclusions**

Keller Williams has all the elements to become a successful business. It is a leader in the Real Estate Industry. As a large company, it faces competition from competitors such as ReMax and Prudential Elite but Keller Williams can remain ahead of the competition with their customer focused business model. The team centered office environment at Keller Williams produces success for both new and experienced agents alike.

The main threats are the rise and fall of the economy and a highly competitive market. Keller Williams' business model allows for them to stay on top of the competition even in tough economic times.

## **Recommendations**

1. Braden needs to keep working on building new clientele by making daily contacts.
2. Braden can work with family and friends to find people looking to buy or sell a home.
3. Braden should finish creating the business website and create a business Facebook page.
4. Use low cost or free marketing materials until Braden has enough clientele to market using more expensive means.

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# Appendix

## Local Competition Advertising

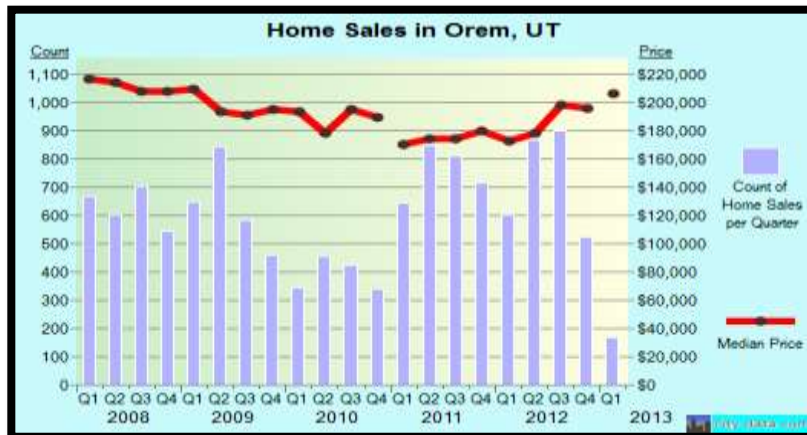


## Market Report



Is now a good time to buy? What trends are affecting the value of my home? What new economic policies will be shaping my real estate decisions in the coming months?

## Map of Local Real Estate





# KELLER WILLIAMS®

R E A L T Y

## “Win-Win OR No Deal”

Looking for a new home can be a difficult thing. With a realtor that has a “win-win or no deal” mentality, things become a little easier.



Braden Paxson, a real estate agent for Keller Williams Westfield



Realty, strives to find the best situation for both the seller and the buyer of each home. Whether you're buying or selling a home,

working with Braden Paxson will make your experience better.

**Choose to work with Braden and get a free house-warming gift!**

Contact Information:

(801)636-4053    [bradenpaxson.kwrealty.com](http://bradenpaxson.kwrealty.com)

## Win-Win OR No Deal!

*Looking for your dream home can be a difficult thing. With a realtor that has a “win-win OR no deal” mentality, things become a lot easier.*

*Whether it’s getting into your first home, a townhome or the home you’ve always wanted, Braden Paxson with Keller Williams Realty can help.*



*“...went out of his way to make sure we found what we were looking for in the short amount of time in our price range.”*

**Online Review**

## Getting to Know Realtor Braden Paxson

*Braden Paxson is an experienced real estate agent for Keller Williams. Braden works hard helping his clients find the home of their dreams. Let him find the right place for you!*

Contact us at  
**801-636-4053** or at  
**[bradenpaxson.kwrealty.com](http://bradenpaxson.kwrealty.com)**



*Choose to work with Braden and receive a free house-warming gift!*



REAL ESTATE  
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REAL ESTATE  
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