

Dedicated, Proactive Marketing Support Pays Off

Developers want to offer a great technology amenity to home buyers; Connexion Technologies helps them market the benefits – and move the homes faster.

By Caitlin Clinard ■ *Connexion Technologies*

Our first two articles about Connexion Technologies highlighted its innovative approaches to designing and engineering fiber optic networks – while keeping developers’ and builders’ expectations at the forefront.

This month, we’ll visit Connexion Technologies’ marketing department. *TecHome Builder* magazine recently presented Connexion Technologies with an Options Technology/Technology Options award in recognition of its creative marketing program. By examining these marketing initiatives step by step, we’ll see how dedicated marketing support can help sell homes at a faster rate.

Connexion Technologies is helping its real estate partners strategically and successfully market their advanced home technology until their developments are sold out. In fact, there’s no question that fiber-equipped homes across the country are selling at a faster rate because buyers are starting to demand fiber. One of Connexion Technologies’ partners, George Kiser of Kellswater Bridge in Charlotte, North Carolina, has an Innovative Housing Technology Award to prove that this amenity is a guaranteed differentiator.

“One of the best sales tools we have is letting prospective buyers know that we have fiber to the home,” says Kiser. “We believe fiber to the home offers Kellswater Bridge a distinct advantage over other communities in the area and our belief is confirmed every day in our sales center.”

Connexion Technologies doesn’t just

build the network and leave. It invests time and energy in its networks and the communities they serve. It stays there every step of the way, from the developer’s first vision of a fiber optic network to its successful completion. And to Connexion Technologies, success means selling out the development as quickly as possible – which requires proactive marketing.

Field Marketing Initiatives

Having a superior product to sell allows Connexion Technologies to maximize its marketing power. Following are some of the innovative marketing methods that Connexion Technologies uses to help sell properties for its developers.

Field Marketing Managers: At the outset of each project, Connexion Technologies assigns a dedicated field marketing manager to the property. This person

is responsible for educating the sales staff, who need to understand the benefits of fiber to the home in order to successfully market a fiber optic community. The field marketing manager also works closely with the developer to market the fiber optic amenity, and continues this commitment to the community until the last resident moves in. The field marketing manager provides support materials, attends resident meetings, hosts events and answers sales questions for staff.

“One of the best marketing resources that Connexion Technologies provides is its dedicated field marketing manager,” says John Haynes, developer of *Headwaters* at *Banner Elk*. “Having a go-to person who can answer all of your questions and really help you market your community is unique. Plus, the field marketing manager will continue to help until the development is completely sold out. Now, that’s special.”

Join us next month to take a look at how Connexion Technologies separates its network from service providers and gives developers control and freedom while ensuring the highest quality of entertainment and communications services.

Also, find out how Connexion Technologies gives service providers the opportunity to take advantage of a fiber optic network.

The Marketing Message: Fiber Benefits the Consumer

One of the greatest assets Connexion Technologies offers its developers is marketing support. But that support wouldn't mean much if the fiber optic network didn't have so many benefits to offer consumers. The benefits that Connexion Technologies promotes in its marketing include:

- Fiber to the home increases property value by \$5,000 - \$10,000.*
- Competitive bundled pricing offers significant savings.
- Paying one bill through Home Owner Association dues provides convenience.
- The network's unlimited capacity can handle an endless number of electronic devices.
- Fiber offers a superior technology experience and is more reliable than coax or copper.

**TecHome Builder, "Is Fiber Too Good to Be True," December 2006.*

Developer Marketing Kit: Connexion Technologies provides a developer marketing kit as soon as the partnership begins. This kit is a valuable asset that includes ready-to-use advertisements, ad campaign ideas, community resources and support, services brochures and supporting materials such as recent company and industry coverage and collateral that will help sell the property. The kit also includes a press release template that Connexion Technologies uses as a starting point to help the development seek its own press coverage initiatives.

Developers have been very appreciative of the marketing kit. Although they are eager to offer the best technology amenity available, they do not always have the technology expertise needed to market it effectively. The marketing kit helps them get the message across.

Customized Materials: Over time, Connexion Technologies has broadened its marketing support to include more customized, resident-focused collateral that helps the developer and builder sell units. From tailored fiber-service brochures to customer activation brochures, Connexion Technologies covers all the bases. It even places a PC kiosk in the sales center to give customers access to

fiber optic and registration information.

Developer Programs: In addition, Connexion Technologies constantly seeks feedback from developers and builders about programs they would like to implement. In an attempt to exceed their needs, Connexion Technologies is open to suggestions about new ways to reach homebuyers more efficiently and is willing to put time and money into new programs. It also helps developers and builders differentiate their properties from fiber-to-the-home "wannabes" who build a combination coaxial/fiber network.

Valuable Partnerships: Connexion Technologies' partnerships with leading vendors like Corning, Cisco and Alcatel-Lucent benefit developers by helping them plug into national marketing programs. For example, the Corning Connected Community program offers regional developers the same benefits as national developers, because they benefit from the same level of support from Corning. Because of its partnership with Connexion Technologies, Corning will help with marketing initiatives for each of Connexion Technologies' developments.

"We offer our own marketing support for our developers, but we also look to our vendor partners with powerful

branding to enhance developers' curb appeal to potential buyers," says Carter Steg, EVP of Sales and Marketing for Connexion Technologies.

A Customized Approach

Real estate development is not an exact science because different communities aim to attract different market segments. The reason Connexion Technologies' Corporate Marketing Department designs all collateral in house is so that it can respond quickly to specific properties' needs for customized collateral. The team also includes a press and media coordinator who assists developers in maximizing their media coverage and drafting press releases.

Another aspect of marketing is the willingness to customize the service itself for the individual market. Because resident demographics vary by property, Connexion Technologies' Product Marketing Department focuses on putting together service packages tailored to residents' entertainment and communication needs. The department works with leading vendors and service providers to develop new and improved services that take advantage of fiber's enormous bandwidth.

So why does Connexion Technologies go the extra mile to help its developer partners market their cutting-edge fiber optic amenity? Because taking these marketing initiatives ensures that Connexion Technologies' partners remain competitive.

"We believe in the marketing advantage that this amenity creates for a developer," says Steg. "However, we understand that it's not a traditional amenity and that developers look to us for leadership in creating new methods to reach their buyers." **BBP**

About the Author:

Caitlin Clinard is the Press and Media Coordinator for Connexion Technologies, the country's premier fiber optic amenity company. Connexion Technologies designs, builds and operates fiber networks in single-family, multifamily, high-rise, resort and hospitality properties from coast to coast. Caitlin can be reached at caitlin.clinard@cnxntech.com. See also www.connexion-technologies.net.