

solutions

Premier Edition

cotton &
company

Sales and
Marketing Insights
for the Real Estate
Development
Industry

Reaching New
Heights with
Cutting-Edge
Digital Strategies

100 Las Olas, Fort Lauderdale

What's Next for
Developers &
Landowners?

"Cotton & Company's relentless focus on digital marketing and social media proved to be a powerful force, leading RiverTown to achieving record sales in 2019. Their methodology for database management, analytics and reporting has changed the way we look at marketing forever."

— **Cliff Nelson, Mattamy Homes,
Jacksonville Division President**



Cotton & Company has been producing custom-published magazines for our luxury residential real estate clients over the past 25 years. Each and every one has served the client well, delivering details of a complex destination to a very sophisticated and educated audience. With that in mind, we have taken the opportunity to produce our own custom magazine — filled with the *Solutions* we have used to overcome marketing challenges throughout the years.

Cotton & Company is thriving in this fast-paced, ever-changing industry. Our commitment to embracing technology and lifelong learning has never been stronger. With the onset of 5G speed, there will be game-changing opportunities for digital marketing, website development, direct marketing and every other aspect of what we do.

Team Cotton's ability to merge decades of real estate expertise with new-age technology is unprecedented. We encourage you to step into our world to get to know us better. Give us a call so we can discuss your challenges and how we can help you achieve your sales and marketing goals.

All our best —



Stephann Cotton
Founder, President



Laurie Andrews
Principal, CMO

TABLE *of* CONTENTS

04

FLORIDA REAL ESTATE SALES BENEFIT FROM COVID 19 TRENDS



08

ULI — REAL ESTATE ECONOMIC OUTLOOK



10

5G — WHAT DOES THE FUTURE HOLD?



12

THE SCIENCE OF STORYTELLING



14

THE COUNTRY CLUB CONUNDRUM



18

THE MAKING OF KOLTER.COM



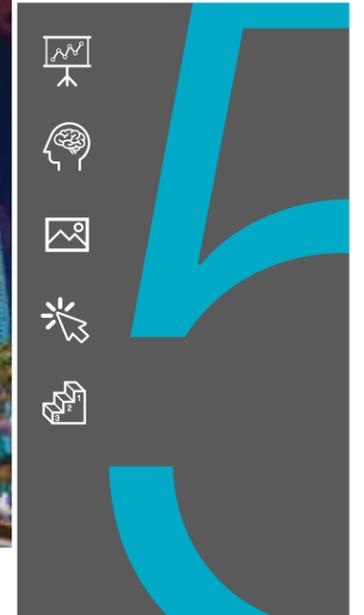
22

DRIVING SALES MOMENTUM DURING A LONG CONSTRUCTION CYCLE



25

5 WAYS TO BETTER BLOGS



Articles

26

OCEAN REEF CLUB® A LEGENDARY TURNAROUND

30

RAISING THE BAR TO NEW HEIGHTS IN DELRAY BEACH

32

CONSUMERS ARE CUTTING THE CABLE

34

A TEXAS-SIZED CHALLENGE ALONG SAN ANTONIO'S RIVER WALK

38

TOP 10 WAYS TO CREATE A BUZZ IN OUR DIGITAL MARKETING

40

WARSAW CALLING...

44

WHO'S WORKING YOUR INTERNET LEADS?

46

HARBOUR RIDGE— THE TALK OF THE TOWN

48

IS THE CARRIBEAN THE NEXT TO TAKE OFF?

50

A NEW ERA OF 55+ LIVING HAS ARRIVED!

52

THE BROKER'S TOOLBOX

54

THE PRICE IS RIGHT... OR NOT?

56

WHAT ARE YOUR PROSPECTS SAYING?

58

ORCHID ISLAND LIVING

60

A NATURAL CONNECTION

64

ONLINE TO ON-SITE

66

THE BABY BOOMER EFFECT

70

A JOURNEY OF DISCOVERY

74

YOUR SMARTPHONE KNOWS YOU BEST

75

FROM DUBLIN WITH LOVE

76

ONE TEAM, ONE FOCUS DRIVE SALES

78

IN HOUSE IN CONTROL

82

DESTINATION RESORT SALES THE PITFALLS TO AVOID

84

COTTON & COMPANY PAST AND CURRENT CLIENT ROSTER

An aerial photograph of a coastal city, likely Singer Island, Florida. The image shows several high-rise apartment buildings with balconies, situated along a sandy beach. The ocean is a vibrant turquoise color, and the sky is a deep blue with scattered white clouds. In the background, more buildings and a body of water are visible under a bright sky.

Florida Real Estate Sales Benefit from COVID 19 Trends

It used to be that people moved to Florida to retire or just spend the Winter in the sunshine, but during these unprecedented times real estate sales trends are proving that the sunshine state is much more than a vacation or retirement destination. According to the New York Times, nearly 1000 people move to Florida every day. Luxury homes sales are in high demand as northerners from densely populated states with high tax burdens abandon cities like New York, Boston and Chicago.

Now, with business changing to remote workplaces, professionals enjoy a newfound freedom to relocate for a higher quality lifestyle. In addition to the obvious year-round sunshine and a milder climate, there are other important reasons that one in every eight out-of-state moves are headed to Florida.

PEACE OF MIND

“Many people are migrating south because they no longer feel safe in their communities,” says Stephann Cotton, CEO and Founder of Cotton & Company, a global leader in luxury real estate marketing. *“With their cities remaining in COVID lockdown and new threats from political protests, people no longer feel safe in their urban environments. Having no sense of*

security has become an unacceptable living condition, yet they can still find peace of mind here in Florida.”

Kolter Urban, a leading south Florida developer, recognized growing demand from these northern states and acted quickly to reach out to potential homebuyers. Cotton & Company created the “Find Your Place in the Sun” campaign to reach potential homebuyers with move-in ready condominium offerings throughout Kolter’s Florida properties.



OUTDOOR SPACE

With a COVID 19 vaccine looming somewhere in the unknown future, individuals have discovered through the quarantine period that they yearn for new surroundings. With Winter just around the corner, many homebuyers are seeking more outdoor space in the event of another urban lockdown. They are also looking for a fresh home environment where they can separate their remote work office from their day-to-day living space. Additionally, they just want more breathing room, desiring less densely populated areas.

AFFORDABILITY

With historically low-interest rates today, many millennials are jumping into the market to take advantage of the opportunity before these rates climb. With liquidity returning for home sellers, move up and move around buyers are also in the market. Florida real estate offers a wide selection of homes to choose from with great value. There is no state income or estate taxes, and residents may qualify for homestead exemptions of up to \$50,000 on their primary residences, as well as a 3% cap annually on home assessments.

“Florida’s market has been on fire these past few months”, says Laurie Andrews, Cotton & Company Chief Marketing Officer and Agency Principal. *“For Kolter, we focused on New Jersey, New York, and Connecticut audiences. With the onset of Fall temperatures, we know these markets will begin looking for their Florida address. Kolter is well-positioned to capture this energy.”*

FIND YOUR PLACE IN THE SUN

Cotton & Company’s **“Find Your Place in the Sun”** campaign for Kolter Urban included an inventory clearinghouse website at **LIVEKOLTER.com**. Both digital and traditional media were used to capture interest and website visitors. Homebuyers had the opportunity to review individual listings, complete with robust photo galleries, amenities overviews and pricing.



Water Club, North Palm Beach.
Photo courtesy of Kolter Urban.



We expect the migration to Florida to continue for quite some time, adding pressure to the shortage of move-in ready inventory. With construction and labor costs continuing to rise, new homes and condominium prices will also continue to increase in the future.

For over 34 years, Cotton & Company has worked with over 1700 real estate developers, builders, hospitality companies, and country club marketers. A

dedicated team of copy writers, website programmers, graphic artists, digital marketing professionals, and marketing strategists are ready to jump in and develop a customize program to help clients achieve sales success. As the premier luxury real estate marketing and advertising agency, the experts at Cotton & Company elevate client brands and bring them to the next level. Learn how to empower real estate success by visiting **TheCottonSolution.com**.



Real Estate Economic Outlook

If we all could predict the future, everyone would be jumping into real estate investment and development. Although no one has a crystal ball, the Urban Land Institute has an impressive track record when it comes to forecasting for trends in the global real estate industry. ULI's most recent Real Estate Economic Forecast was presented at its Spring Convention in Nashville. A member of the ULI Recreational Council, Stephann Cotton, sat with us to break down what those predictions mean for the industry.

STABILITY.

"If you look at the different sectors of the real estate market, and you look at the projected growth, virtually all sectors are almost flatlined from 2019 to 2021. Housing inventory has stabilized with between 850,000 and 900,000 new residential units being developed per year for the next three years."

A stabilized market can go either way for sellers and buyers. Optimists believe that it shows younger buyers catching up and spending on necessities such as homes and 401(k)s. Pessimists believe that buyers remember the '08 recession and are spending more cautiously, thus reducing the amount that they spend on large purchases and add-ons. How the market will respond to this stabilization is another story.

For now, ULI predicts some slight price increases, but for Cotton, what's worth paying attention to is seeing where the market stops. *"If you look at the different sectors of the real estate market, and you look at the projected growth...*

virtually all sectors are nearly flat. Industrial real estate is slightly improved due to the rebound of US manufacturing and retail is slightly lower due to the continued pressure from online retailers." So if the market is stable, what is the real takeaway from this information?

PREPARE.

"Understanding that one market will stabilize at a lower percentage than another lets both buyers and sellers recognize the true value of a piece of real estate," Cotton explained. *"As we reach the peak of pricing, people are wondering, 'Am I getting ready to buy at the beginning of another cycle?'"*

THE GOOD NEWS.

"The prediction of stability should calm these fears. No one is predicting a drastic cycle, and if everything remains stable, inventories will continue to decline and the cost to build will increase."





What does the **FUTURE** hold?



So you've been hearing about 5G. You may be thinking that 5G is going to be a little faster, a little more reliable, and a little newer, but it's actually more than that. It's a massive innovation that's going to change the way devices connect to the internet, and more importantly, to each other. As 5G rolls out over the next two years, it's going to change everything that uses a wireless connection; at this point, that is pretty much everything. So, what's so special about a 5G future?

First of all, it's fast. Unbelievably fast — 20 gigabits per second over wireless fast. That's 100 to 250 times faster than 4G. By comparison, 4G provides average speeds of about 10 to 20 megabits a second. So, it's like going from streaming one Netflix movie in HD to streaming 400 films in 8K at the same time.

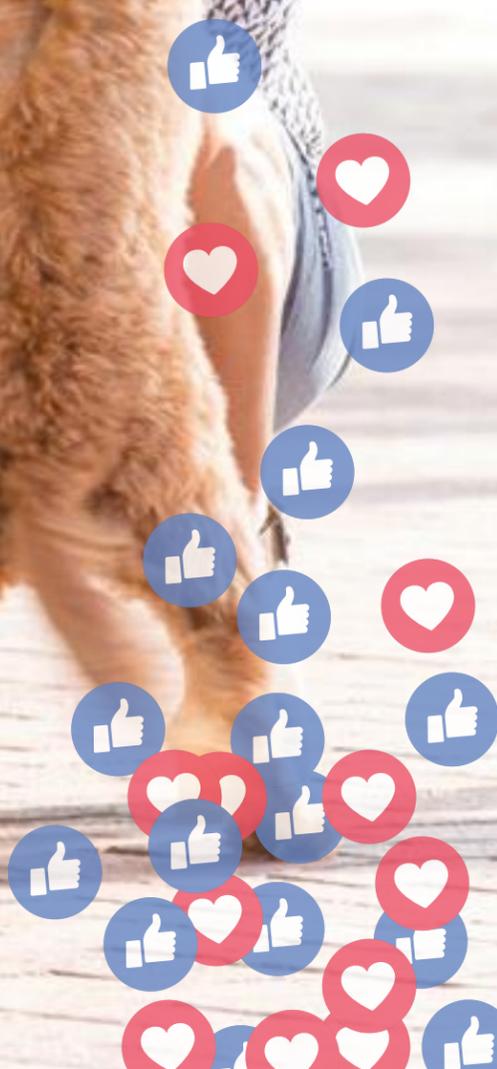
But what's more impressive is 5G's low latency rate, or the amount of delay between the sending and receiving of information. Now, 4G tends to average about 100–200 milliseconds. To be fair, 100 milliseconds is fast; human reaction time is about 200–300 milliseconds. But 5G will get it down to 1 millisecond or less, which is almost real time.

For marketers, 5G opens the doors to exciting new opportunities. Video is the future. Consumers will become accustomed to a much more advanced website experience. No more worries about load time or the ability to stream video — the marketer's focus will revert to creative ingenuity and strategic implementation. In the real estate industry, understanding how to combine traditional sales techniques with the new technological breakthroughs will require a team that operates in both worlds simultaneously.

**LET YOUR IMAGINATION SOAR.
WE ARE.**



THE SCIENCE OF STORYTELLING CONTENT IS KING



Today's homebuyers don't want to be "sold." They are tech-savvy and do their homework to find the community that best meets their needs. Every individual has a unique perspective, and their priorities are as varied as their personal style. The challenge is to deliver a sales message through less aggressive editorial stories that highlight the unique selling propositions of your community.

There are hundreds of engaging stories about homeowners enjoying life in exceptional ways: A new love for gardening that's putting fresh vegetables on the table. "Bella" the cocker spaniel they met at the dog park, that is now best friends with "Barley" their rescue dog. Or perhaps a passion for photography that inspired fabulous sunrise shots over the lake. Each demonstrates happy homeowners finding inspiration in their address of choice, and each story inspires others with similar interests to consider taking a look at your community.



88%

According to SearchEngineLand.com, 88% of consumers trust online reviews as much as personal recommendations. Be interesting, intriguing and informative with your content, but resist the temptation to sell. You'll build trust with consumers and a strong internet foundation.



Internet storytelling is today's online referral program. It's an opportunity to create your public message and deliver it to your target market without having to engage a third-party media outlet to publish your message. Your success is directly tied to your commitment to creating quality content.

The science of storytelling goes far beyond identifying the stories and putting them on paper. This content has significant value to the search engines. Fresh content with a focused keyword strategy is given higher priority in search algorithms. Every post and blog story represents an opportunity to enhance your position on the World Wide Web. The methodology requires diligent planning, consistent delivery, a diverse array of topics and a thorough understanding of today's real estate buyer. Cotton & Company manages a significant portfolio of social accounts. We know what works to engage homebuyers in this cost-efficient and targeted marketing channel.

THE COUNTRY CLUB CONUNDRUM



After decades of land developers creating gated Country Club communities, a new phenomenon turned the Country Club world upside down. In the 1970s and '80s, when these communities were created, no one could foresee a future when living in a highly amenitized community could be detrimental to the value of your home. Fast-forward the post-economic downturn to find a similar scenario facing Clubs across the country:

Consumers are much more sensitive to the carrying costs of real estate assets

Realtors are selling houses, avoiding the costly extras of Club communities

Club amenities are dated or not up to the high standards of the emerging market

The gates are locked, keeping potential homebuyers away

Baby Boomers have replaced the Silent Generation, playing less golf, focusing on health and fitness, seeking fewer rules and more diverse experiences

Home values are depressed as aging members unload their assets late in life

The homes are outdated, requiring major renovations are reluctant to make



Boca West Country Club
BocaWestFL.com

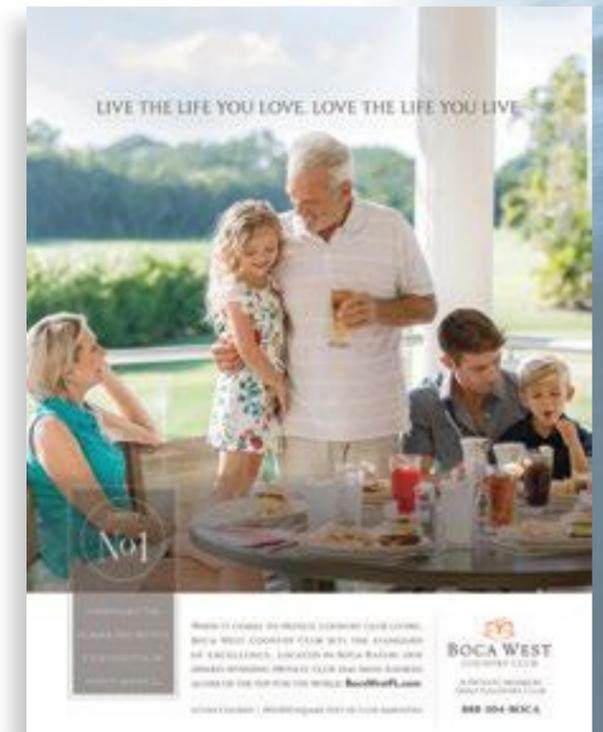
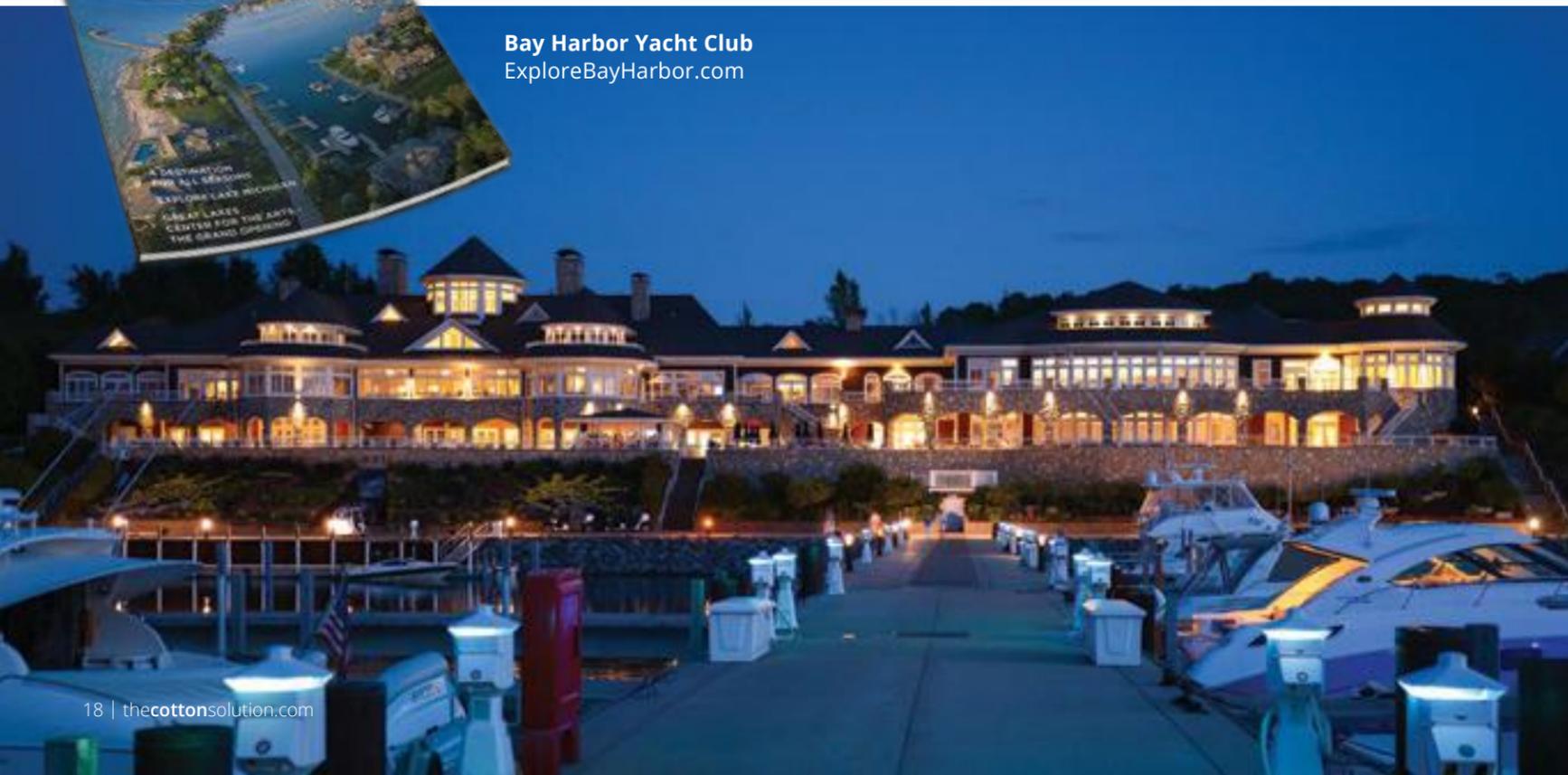


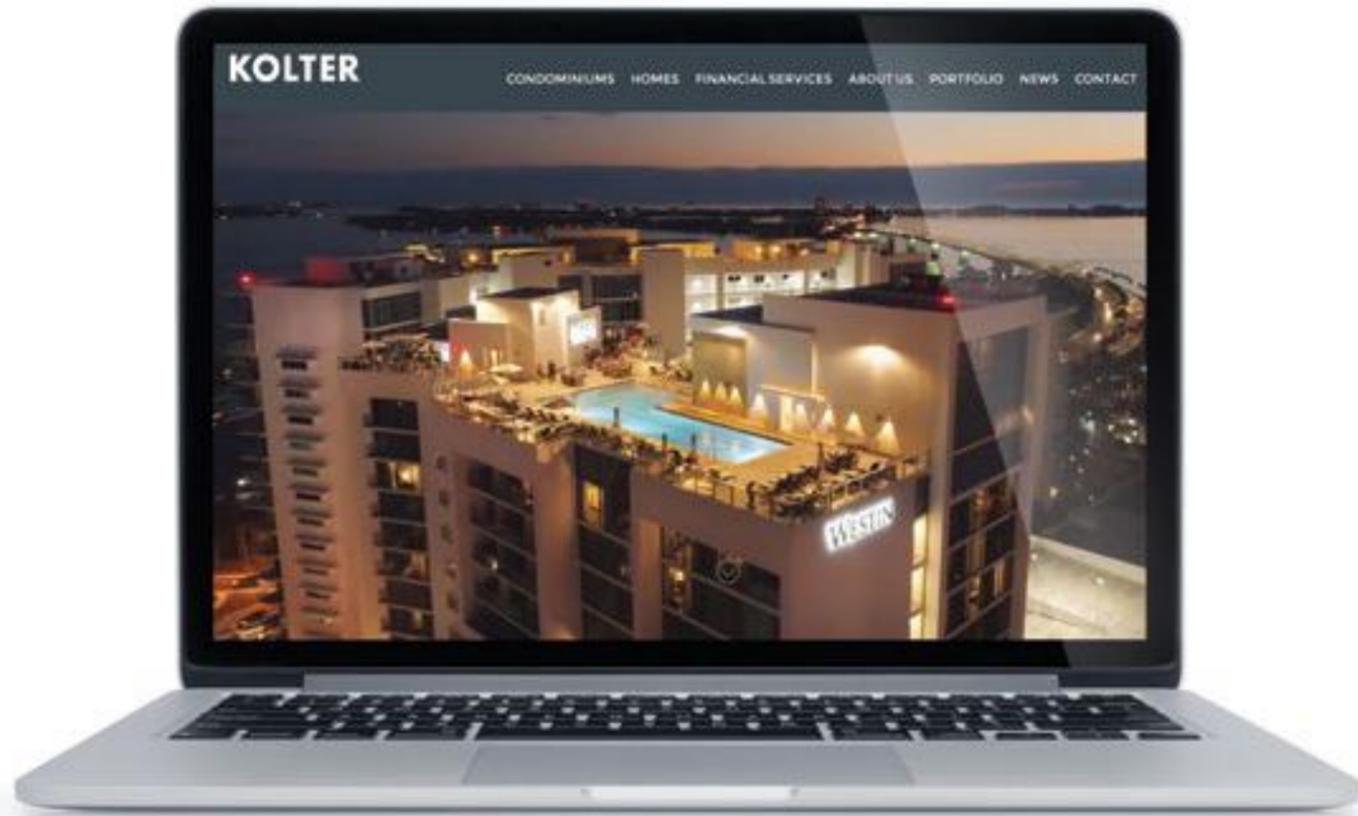
All of these adjustments in County Club fundamentals are having a major impact on these Clubs' view of the future. Long-term solutions must be enacted to fund new marketing programs and to ensure the future financial viability of Country Clubs. The difficult task of pivoting the focus to the needs of the emerging market must be balanced with the needs of the existing membership. The Clubs must take control of their destiny by completely auditing their membership documents, amenity plans, product design, renovation programs, marketing strategies and real estate sales operations. The Clubs showcased here are proactively implementing the Cotton Solution to overcome many of these unique challenges.

The Developer is long gone and no one is promoting the value of the Club lifestyle



Bay Harbor Yacht Club
ExploreBayHarbor.com





THE MAKING OF KOLTER.COM

DOCUMENTING DECADES OF ACHIEVEMENT

The Kolter Group is among the most accomplished private real estate investors in the Southeast, with many high-profile projects from the Carolinas to South Florida. Having quietly sold more than \$14 billion in real estate, the powerhouse firm is well known in industry circles, yet widely underestimated by the general public. Recently, Kolter's humble CEO, Bobby Julien, decided it was time to showcase the company's substantial accomplishments by developing a new online presence at Kolter.com.

The Kolter Group wanted to showcase its work on one website, ensuring that its five affiliate entities were united in execution of the overall brand positioning. These five affiliate businesses, Kolter Urban, Kolter Homes, Kolter Financial Services,

Kolter Hospitality and Kolter Land, allow the company to adapt to market changes and choose investments on a selective basis.

As a long-term marketing partner for the firm, Cotton & Company was enlisted to develop and redesign Kolter.com. The new website provides a visual experience through the use of video and photography that creates an easy-to-navigate user interface and showcases some of Kolter's best work. A custom-built portfolio houses projects from four different divisions and has two layers of filter options. It was also important to highlight the Kolter leadership team. Cotton & Company facilitated professional headshots for each division in order to have a cohesive and clean leadership page design.

company to adapt to market changes and choose investments on a selective basis.

As a long-term marketing partner for the firm, Cotton & Company was enlisted to develop and redesign Kolter.com. The new website provides a visual experience through the use of video and photography that creates an easy-to-navigate user

interface and showcases some of Kolter's best work. A custom-built portfolio houses projects from four different divisions and has two layers of filter options. It was also important to highlight the Kolter leadership team. Cotton & Company facilitated professional headshots for each division in order to have a cohesive and clean leadership page design.



Kolter.com is responsive and optimized for mobile devices. The user interface design sets the standard for the Kolter brand identity.

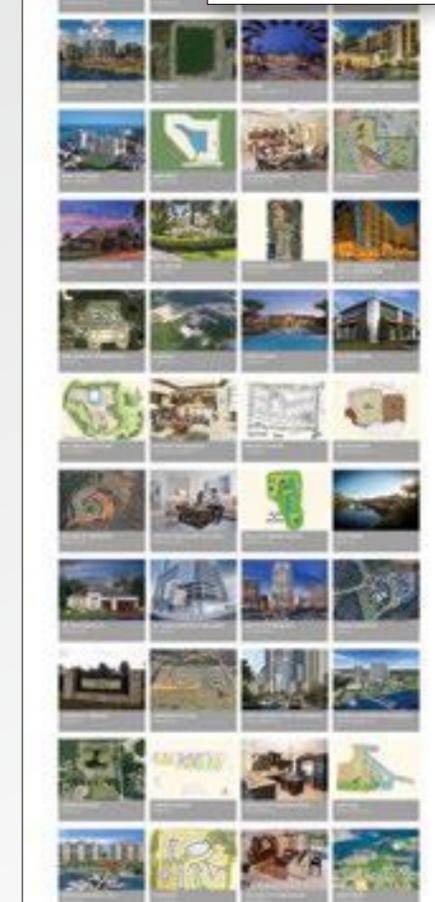
Kolter's CEO, Bobby Julien, decided it was time to showcase the company's substantial accomplishments by developing a new online presence at Kolter.com.



Affiliated websites for KolterUrban.com, KolterLand.com and KolterFinancialServices.com were updated by Cotton & Company to implement the overall brand strategy.



A custom-built portfolio houses projects from four different divisions and has two layers of filter options.



How do you show dozens of projects from four different company divisions? Cotton & Company took a logical, user-friendly approach. Each project has its own page with an overview and a dedicated image gallery.



Penthouse 4603 Terrace at 100 Las Olas



100 Las Olas Sales Gallery



DRIVING SALES MOMENTUM DURING A LONG CONSTRUCTION CYCLE

Every building experiences natural points of sales momentum — there’s plenty of excitement at the grand reveal, the ground breaking and topping out. But what about the timeline in between? What happens when the project is so complex that it requires a longer build schedule? These are just a few of the challenges Kolter Urban faced in the development of 100 Las Olas, the tallest, most luxurious address in downtown Fort Lauderdale, which includes a 238-room Hyatt Centric® hotel on the lower levels.

Urban construction doesn’t happen overnight, and when a project takes more than two years to complete, it’s a natural tendency for homebuyers to wait until it’s closer to completion. The marketing challenge is to create a sense of urgency at various stages of construction to create momentum outside of the typical sales pattern.

100 Las Olas is the newest addition to the Fort Lauderdale skyline, topping off in December 2018 at 499 feet. This

113-residence building (levels 16–46), with the Hyatt® below (levels 8–15) has been capturing plenty of attention. But with such a large project, it’s important to break it down into smaller opportunities. Focus on a limited availability of a certain residence type, the ability to own a certain view corridor or the close proximity to building amenities and services. You must find a new angle to generate a fear of missing out with the buyer, while the more natural impression is that there is an abundance of product available

It’s also important to create a reason for buyers to make an effort to enter the construction area to visit the sales gallery. Construction activity can be overwhelming, creating even more obstacles to overcome. Get creative and find a reason to change the buyer’s timeline to your timeline. At 100 Las Olas, Kolter Urban scheduled a limited number of hard-hat tours that allowed prospective homebuyers to enter the construction site and ascend to the 17th level.



During construction of 100 Las Olas, Kolter Urban has held events at neighboring cultural centers such as the NSU Art Museum Fort Lauderdale and generated social media content to attract interest from new brokers and potential homebuyers. These get-togethers are opportunities to both stay connected with prospective customers and generate social media content.





100
Las Olas



KOLTER

Kolter Urban scheduled a limited number of hard-hat tours that brought a select few prospective homebuyers to the 17th level. There, they could envision the lifestyle and get a real sense of progress.



During these guided tours, homebuyers get caught up in the energy of the future. They can envision the lifestyle that's just around the corner. Seeing it makes it feel more real. It's tangible. Every detail is moving quickly, and they need to do the same.

Your social media presence is also critical throughout this timeline. Celebrating various stages of construction on specific items will create a sense of progress. Resist the urge to "sell" — it's more of a sales pull than push. Use every tool in your toolbox and keep in constant communication with your database and brokers on the construction progress.

5 WAYS TO CREATE BETTER BLOGS

PULL DON'T PUSH



1. EDUCATE

No one wants to be sold, but they can sell themselves if they have the right information. Provide authentic content that has value to the reader, not fluffy sales messages.



2. INTRIGUE

Capture the reader's attention with an interesting proposition. Incorporate the solution into your blog in a creative or fun way.



3. VISUALS MATTER

Great visuals create an impactful first impression. Make sure you're putting your best foot forward with killer photography.



4. HYPERLINKS

Utilize hyperlinks throughout your story to allow readers to dig deeper into a topic that interests them. Include links to your website to enhance your backlinking for SEO.



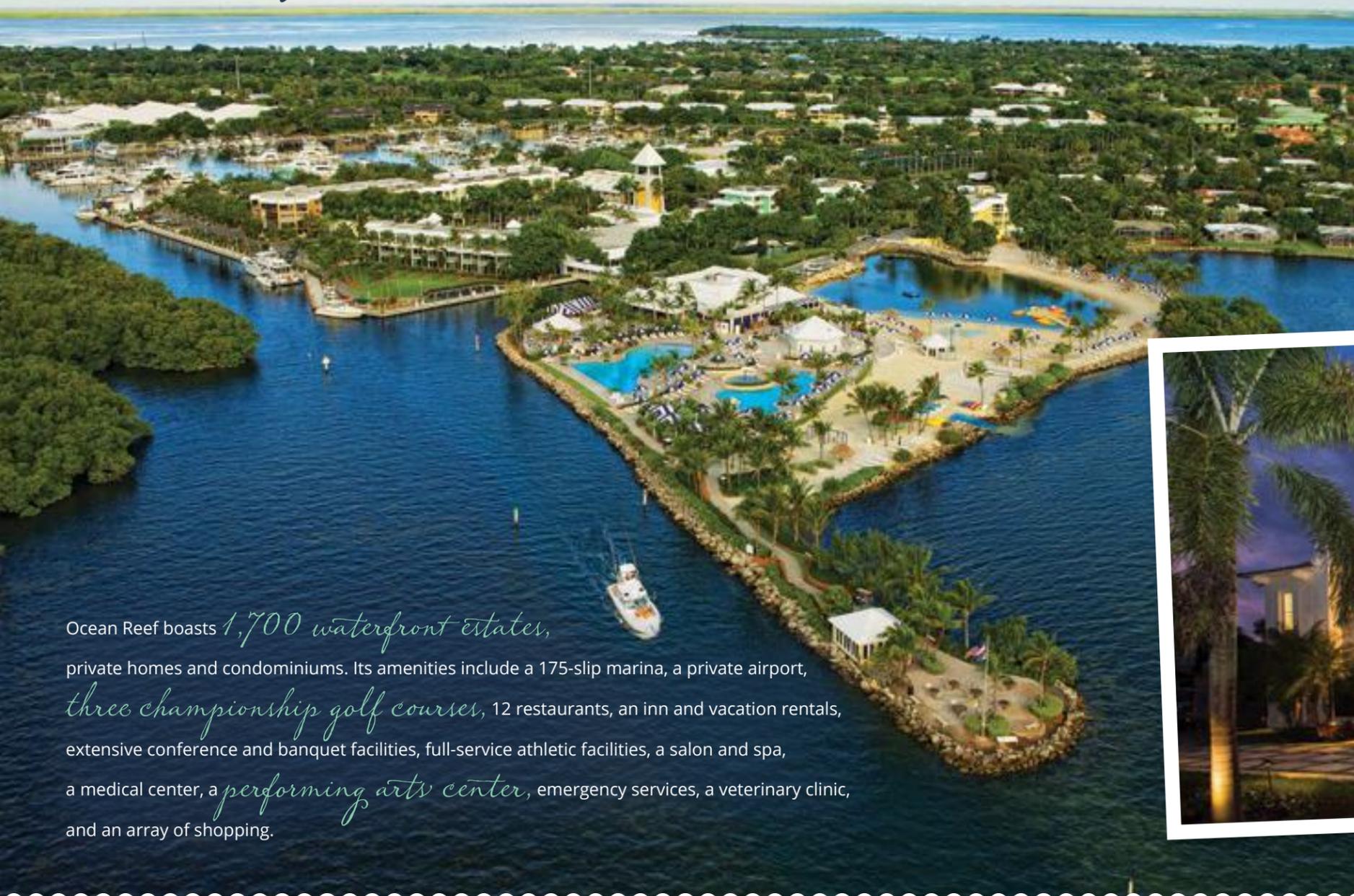
5. PLAY GAMES

Trivia, Who Wore it Best, What's Different in these shots? People love to take on a challenge. Incorporate this approach into your content calendar to increase engagement and relevancy scores.



OCEAN REEF CLUB®

A Legendary Turnaround



Ocean Reef boasts *1,700 waterfront estates*, private homes and condominiums. Its amenities include a 175-slip marina, a private airport, *three championship golf courses*, 12 restaurants, an inn and vacation rentals, extensive conference and banquet facilities, full-service athletic facilities, a salon and spa, a medical center, *a performing arts center*, emergency services, a veterinary clinic, and an array of shopping.



Steeped in long-held traditions from its inception in the 1960s, this world-class private Club in Key Largo, Florida, wasn't always the success story it is today. In the early 2000s, the Club faced many challenges that seemed insurmountable at the time:

- *Ultra-private and exclusive, keeping everyone out who didn't belong*
- *Little or no marketing for the Club, real estate or membership*
- *Membership decreasing annually due to economic downturn*
- *Children and grandchildren not interested in following in their parents' footsteps*
- *Outdated real estate in need of significant upgrades or renovations*
- *Club amenities designed for the Silent Generation*
- *Conflicts between the needs of resident members versus social members*
- *Desire to maintain privacy while inviting prospective members to visit*
- *Ocean Reef real estate offerings are not listed in the MLS system*
- *Five competing Ocean Reef real estate brokers operating within the community*
- *A disjointed brand representation across many Ocean Reef entities*



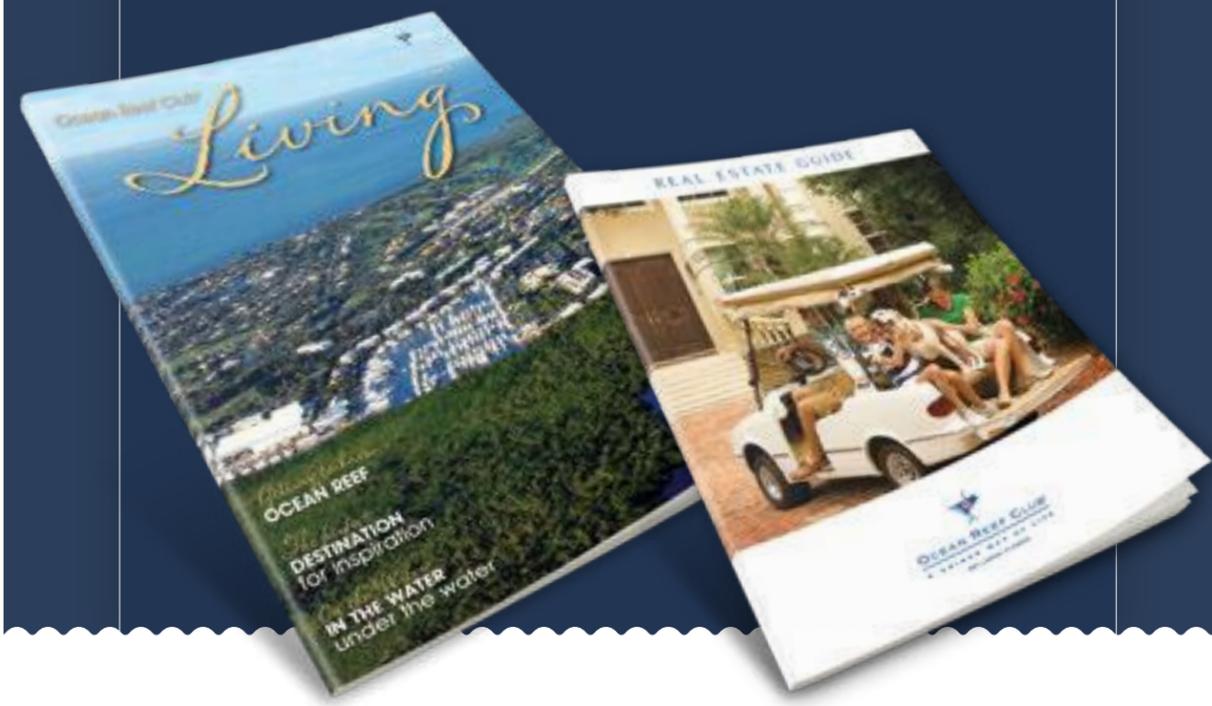


Ocean Reef found a leader, Mr. Paul Astbury, with the vision to recognize the challenges early and begin a comprehensive plan to implement change. Serving as president of Ocean Reef Club from April 2000 to 2014, and consulting with the Club for an additional year, Mr. Astbury was instrumental in putting together a team to address the growing concerns. Cotton & Company was hired to work alongside the newly hired Vice President of Marketing & Membership, Richard Weinstein, to develop and implement a program to overcome these challenges.

Every aspect of Club operations was evaluated during the process. Soft programming transitioned to be more inclusive of every age group, from infant to teenager to retiree. The Club's "exclusive" position became more "inclusive." A series of lifestyle showcase public events were developed to allow prospective members to experience the Ocean Reef lifestyle firsthand. New brand guidelines were developed to ensure consistency, and the website, collateral package, video, e-communications, menus and all other fulfillment pieces were updated to include family-friendly photography.



Ocean Reef Club Living magazine was created to tell the Ocean Reef story in an editorial format that allowed the Club to maintain its private Club distinction while reaching out for new members. A national advertising campaign was implemented to introduce a new generation to Ocean Reef through the pages of *Ocean Reef Club Living* magazine without having to advertise for Club members directly. The inaugural edition was a huge success, with members clamoring to be included in future editions.



Ocean Reef Club Living magazine was promoted through a national advertising program across digital and traditional channels. The magazine was sent to all prospective members, guests and residents to showcase their "Unique Way of Life."

The Club took control of its destiny, creating Ocean Reef Real Estate Company to market and sell the real estate within Ocean Reef Club. The effort refocused all the Brokers on selling the lifestyle of the Club. Although it would take time to reach its full potential, the revenues derived from this new business entity were used to support the overall marketing program for Ocean Reef.

When Mr. Astbury departed in 2016, Ocean Reef Club enjoyed a two-year wait list for membership — which continues to this day — and sold more than \$300 million in real estate in a single year. Ocean Reef Club continues today to set the standard as one of the world's most prestigious private Clubs.

2016 STATS:
Ocean Reef Club enjoyed a 2-Year Wait List for Membership and over \$300 Million in Annual Sales

RAISING THE BAR

TO NEW HEIGHTS IN DELRAY BEACH



"We're tapping into the expertise of top professionals to ensure we get this right."

— John Farina
President/CEO, US Construction

Is the oceanfront real estate market back in South Florida? From the early indicators in Palm Beach County, oceanfront continues to be the number one amenity in the world and homebuyers are willing to pay for it.

Just up the coast from Boca Raton, Delray Beach has been experiencing a renaissance over the past decade. Named by Rand McNally as the Most Fun Small Town in America, the community has captured attention from around the world. Quite surprisingly, there hadn't been any new oceanfront development since 1974, largely due to the lack of developable land.

Enter US Construction and NRIA who seized the opportunity to purchase the beloved Wright by the Sea Hotel. A Delray Beach landmark for more than 50 years came at a price tag of \$25 million. The purchase created a stir in the community with tight zoning restrictions.

"We're tapping into the expertise of top professionals to ensure we get this right," says John Farina, President of US Construction. The sales strategy plans to achieve prices never before seen in Palm Beach County. Ocean Delray's 19 world-class oceanfront residences range from 3,300 to more than 4,600 square feet and are priced

from \$5 to \$10 million. South Florida architect Randall Stofft is designing the luxury condominium. Interior design and materials selections are being created by Beril Yurdakul of Iksu Design. IMI Worldwide Properties is the exclusive sales agent, while Cotton & Company was tapped for its branding and marketing expertise. Ocean Delray's contemporary design maximizes space and oceanfront views.

With ample presale contracts executed, construction of Ocean Delray is scheduled to begin in the summer of 2019, with a completion date by the end of 2020.



Cotton & Company created a distinctive brand and marketing materials tailored to a very specific luxury buyer.



CONSUMERS ARE CUTTING THE CABLE

OPENING NEW DOORS TO STREAMING VIDEO CONTENT



Streaming video users are served advertisements that are specifically chosen based on their individual consumer profile. Two viewers watching the same show at the same time will see totally different advertising based on their personal profiles.

It's no wonder that in the last year alone, over 6 million Americans cut the cord to cable. The younger generations are among the first to recognize the low-cost, high-quality options now available. Many wealthy families and those who consider themselves innovators are also making the shift. We've reached the tipping point. Today, 50% of the television audience, or 33 million people, are now streaming content, rather than watching traditional broadcast or cable networks.

Premium video content is being produced and consumed at a record pace, and 5G internet is creating an entirely new world for website developers, the entertainment industry and advertisers alike. This exciting transition is great news for marketers as well. The accessibility of data, the use of artificial intelligence and the reliability of identity-matching solutions now enables us to demographically target TV audiences on an individual basis.

Ads can be targeted based on personal attributes such as age, income, lifestyle interests, political affiliations, geographic travel patterns, brand affinities and shopping history, to name a few. Your message will be in front of the right audience at the right time, delivering more relevancy and reducing waste. The best part? Each completed view is delivered at a fraction of the cost when compared with traditional TV advertising.

The world is moving fast, and technology continues to evolve at a record pace. 4K televisions are the standard, and new OTT (Over the Top) media channels such as Hulu, Netflix and YouTube are built into the television at the factory. Buy a new TV and plug it in — there's no more waiting for cable to be installed; you can immediately watch digital content at a much lower cost, paying only for what you really enjoy.

ALTON

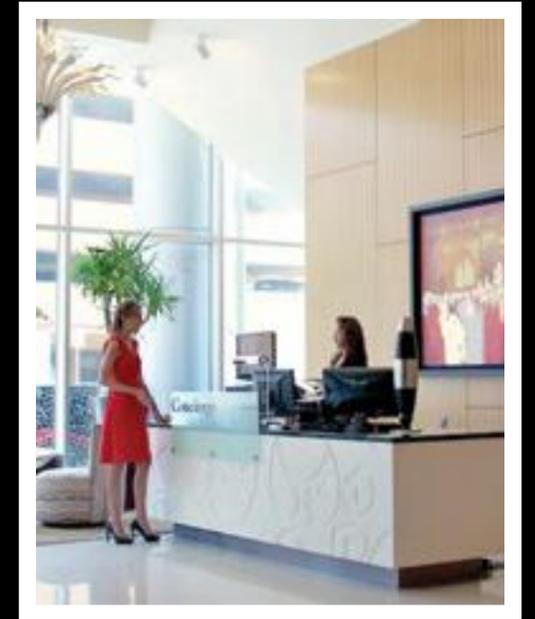


A TEXAS-SIZED CHALLENGE

ALONG SAN ANTONIO'S RIVER WALK



San Antonio, Texas. Home of the River Walk, The Alamo and one of the biggest convention centers in the United States. A Texas town well known for its fun party atmosphere and rich history, but not so much for a luxury condominium lifestyle. When it comes to thinking about real estate investment in Texas, Austin, Dallas and Houston are more likely to rise to the top of the list.



As the country began to emerge from the economic downturn, Liberty Mutual found itself with ownership of the remaining condominiums on the top 10 floors of the Grand Hyatt in San Antonio. Designed by Architectonica with floor-to-ceiling glass windows and modern design, the building represented extraordinary value if it were being sold in any other location. San Antonio's strong tourism market and transient visitors were great for the economy, but not the right market to purchase luxury real estate for year-round living.

Cotton & Company was brought on to ensure the sellout of the remaining 100+ condominium residences. Although San Antonio is an international destination, the market for Alteza was hyper local. Selling a 1,500-square-foot condominium to a Texas rancher gave new meaning to the word "downsizing," and the concept of homeowner's association fees was more than just a little foreign to many buyers. To meet this marketing challenge, Cotton & Company would have to dig deeper, incorporating an educational process on condominium living in addition to the traditional lifestyle sell.

.....
UP-AND-COMING MAGAZINE
 WAS DEVELOPED TO
 SHOWCASE THE MANY
 BENEFITS OF LIVING IN THIS
 DOWNTOWN ENVIRONMENT



Because San Antonio is the seventh-largest city in the United States, Cotton cast a wide net in a small-town environment. Using social media, we integrated Alteza into the local conversation. An ongoing series of events was created to give potential homebuyers a low-key way to experience the Alteza lifestyle without committing to a one-on-one sales presentation. *Up-and-Coming* magazine was developed to showcase the many benefits of living in this downtown environment with an endless array of festivals, concerts, theatre performances, and cultural and sporting events. The magazine also showcased the long-range plan for Hemisfair, a downtown renaissance project just getting started.



Every tool in the toolbox was utilized to build the market. Cotton & Company also provided interior design services to make available a cost-efficient option for new model residences, and set up a Guest Stay program to allow future homeowners to experience the lifestyle in person. After steadily decreasing the inventory over a 24-month period, Cotton executed a closeout program that resulted in selling the final 22 residences in less than two weeks.

TOP 10

WAYS TO CREATE A BUZZ IN YOUR DIGITAL MARKETING PROGRAM



storytelling

2. PULL, DON'T PUSH

No one wants to be sold. Use digital media to pull people in with interesting and educational content. Don't oversell.



3. KEYWORD STRATEGY

Evaluate the competitive landscape and consumer search patterns. Incorporate these phrases into your website and social media foundation. Don't bid too high for competitive keywords; focus instead on audience-based targets.



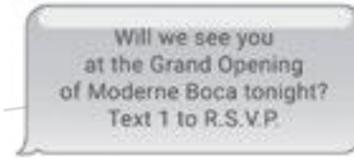
4. ORGANIC TRAFFIC RULES

Your long-term objective should be to build momentum with your organic traffic. This will be the result of building your website correctly, integrating keyword-rich content, building brand awareness through social media and marketing, building backlinks and keeping up with all online resources.



5. RE-TARGETING

Re-targeting campaigns focus on consumers who have previously visited your website. Whenever prospects continue to browse the web, it's as if they're dropping breadcrumbs, allowing you to recapture their attention.



6. ENGAGE WITH CONSUMERS

Whether it's on Facebook, Twitter, LinkedIn, or any of the other social channels, it is important to engage in conversations with potential homebuyers. Conversation will drive consumers to action.



7. SITE OPTIMIZATION FOR MOBILE

More than half of all web traffic is coming through smartphones and tablets today. It's essential to make your website mobile compatible, responsive and user-friendly.



8. MONITOR AND ANALYZE

Search engines are constantly changing, and you must be in the trenches to gain valuable insights, recognize developing trends with prospective buyers, fine-tune and adjust your program, and set goals for future campaigns.



9. VIDEO CONTENT

With the progression of fiber and broadband internet, video content is now mainstream. Thought-provoking video content will result in greater consumer interaction. Search engines and social networks are driving visual media trends by prioritizing video content in their search results.



10. PROGRAMMATIC MEDIA

Artificial intelligence, data procurement and audience identity solutions have changed the marketing landscape. Look for programmatic media strategies in digital, broadcast and direct marketing initiatives.



1. BUYER PROFILES

Create individual buyer profiles. Don't fall into the trap of thinking it's just one. Your community should appeal to multiple market segments. Outline them all in detail.



WARSAW CALLING...

“CAN YOU TEACH AMERICAN MARKETING TO OUR JW CONSTRUCTION TEAM?”

They say the world is getting smaller every day. Those of us specializing in the real estate industry often find ourselves being reacquainted with colleagues when they take on their next acquisition. But in the summer of 2015, Team Cotton began working with new colleagues on a much more global basis.

The initial call came in from West Palm Beach. A prominent local attorney was married to the daughter of Poland's largest real estate developer, Jozef Wojciechowski. Mr. Wojciechowski was the owner of JW Construction Company, and he would be traveling to Florida to join his yacht for a winter Caribbean cruise. While in Florida, he wanted to meet with Cotton & Company to discuss the challenges of educating his sales and marketing team in Poland.

After the initial meeting in the stately Palm Beach board room, it was clear the JW Construction team would benefit from the knowledge Cotton has acquired over the years.



Jozef Wojciechowski,
Owner of JW Construction

Yet with the language barrier and time zone constraints, it would be necessary for Cotton & Company to implement the program on the ground in Warsaw. Next steps included a six-month agreement for the principals of Cotton & Company, Stephann Cotton and Laurie Andrews, to rotate in and out of Poland to evaluate the individual projects, develop new marketing initiatives, update the brand and internet foundation, and later implement the program. Throughout every stage, Team Cotton engaged in an extensive training program with the JW Construction team via translators.

Cotton & Company worked in more than a dozen communities and trained the 40-plus-member sales staff. The projects were spread throughout Poland, with the greatest concentration in Warsaw and its feeder communities connected via public transportation. At the end of the six-month contract, JW Construction's sales volume had increased by 300%.



The JW Construction brand was updated to reflect a more dynamic, modern company. New brand guidelines were established and implemented across collateral, advertising, website and signage programs.

At the end of the six-month training program,
JW Construction's sales volume had increased by 300%.

Cotton & Company worked in more than a dozen communities and trained the 40-plus-member sales staff.



Villa Campina, a luxury master-planned community of both single-family and multi-family residences, was high on the priority list for Wojciechowski. Cotton completed a three-day lifestyle photo assignment, new brochures, a website, and a lead generation program, and hosted more than 2,500 people for a Grand Opening event.



WHO'S WORKING YOUR INTERNET LEADS?



THE IMPORTANCE OF DATABASE MANAGEMENT & FOLLOW-UP

In today's economic environment all products and companies have a strong online presence, especially those selling residential real estate. Latest reports state that 95% of all homebuyers begin their home search online. Yet most sales agents are looking for the next warm body to walk through the door, discounting the value and importance of internet leads.

Let's face it, if your marketing program is rocking, your sales team won't be able to effectively manage all of the online and on-site leads that are coming through. The Cotton Solution places heavy emphasis on the importance of database management and follow-up. We provide a strategic plan that creates a wide variety of personalized messaging to engage the prospect in the discovery process while allowing the system to do the heavy lifting. By gauging the consumer's interaction, we can assist the sales team in narrowing in on the qualified traffic while nurturing the pipeline for future sales absorption.

Providing a structured plan to your team and a frequently replenished list of qualified leads will result in more sales conversions and a better return on investment for you. The customer relationship management (CRM) platform should also be utilized to capture every aspect of communication with the buyer, creating a transparent, long-term file for future reference. Sales people come and go, and it's imperative for the developer to own these leads generated by their investment. Full marketing integration with the system allows the team the ability to analyze buyer demographics to fine-tune the program — not just driving leads, but making sure they convert to sales.



"New digital marketing channels like Facebook and programmatic media allow Clubs the opportunity to compete in a space that was previously cost prohibitive."
— Laurie Andrews, Cotton & Company CMO

The Talk of the Town

885 ACRES **695** RESIDENCES **28** RESIDENTIAL VILLAGES **2** CHAMPIONSHIP GOLF COURSES **98** BOAT SLIPS



Private Country Club Communities stormed the country in the 1980s. Fabulous master-planned communities of “like-minded” individuals who had a passion for golf offered a touch of formality and a place where they could retire in peaceful solitude. Fast-forward to today — the homes in these communities are now 20–30 years old. They are in drastic need of renovation and design updates. Likewise, those 60-year-old Club members are now in their 80s and 90s, playing less golf than ever before. In 2016, with the continued attrition of aging members, high inventory of outdated homes and prices dropping to the point of giving the home away — Harbour Ridge Yacht and Country Club reached out to Cotton & Company to set a new course.

Objectives

- “Young up” the Club to attract new resident members
- Overcome the “what’s wrong” question due to low-priced product
- Think long-term since snowbirds have a lengthy decision timeline
- Build trust and confidence with current membership to procure new referral base
- Restructure the Club’s web presence to build a strong foundation for cost-efficient digital marketing
- Execute a local, regional and national campaign to extend the Club’s reach



The digital **Harbour Ridge Homebuyer’s Guide** made it easy for prospective homeowners to gain a better understanding of the community plan and available villages. It allowed homebuyers to look past the small number of low-priced homes to preview the community’s golf and river-view properties.

Be Our Guest

Lead generation efforts produced strong results for the Harbour Ridge membership and sales teams. Cotton implemented a robust database management program with consistent follow-up communication to nurture these leads through the pipeline. As with every sales funnel, the biggest challenge was turning these internet leads into site visits. Harbour Ridge put its “Be Our Guest” program into high gear to accommodate the high level of interest. Visitors paid a nominal fee to participate, and they were paired with an ambassador member from their hometown.

Three Years Later

Having carried steady inventory that averaged 113 homes over the past several years, the 2019 postseason inventory is down to just 55 available residences. Days on the market have dropped significantly, and the Club welcomed 46 new members this year. Of the new members who made the move to Harbour Ridge, 66% had participated in the “Be Our Guest” or trial membership programs. To dig deeper, contact Cotton & Company for more information on the tactics involved in this extraordinary turnaround.



Is the Caribbean the Next to Take Off?

Los Angeles-based powerhouse real estate brokerage The Agency is bullish on the Caribbean. That was the takeaway from its first-ever Caribbean Real Estate and Investment Summit held in Boca Raton.

“Our first annual Caribbean Real Estate and Investment Summit was a huge success and a testament to the continued interest and strength of this regional market,” said Gina De Varona, managing director at The Agency. “We’re thrilled to have served as the host site for this collaborative and educational event.” The summit covered everything from a marketwide look at regional trends to examining how to actually purchase real estate in various Caribbean destinations from the Dominican Republic to the Cayman Islands.

It only underscored what continues to be a booming market at the regional level, from citizenship by investment-fueled development in destinations such as Antigua, Saint Kitts, Dominica and Saint Lucia to surging growth in markets such as the Cayman Islands and the Turks and Caicos Islands. Cotton & Company has been working with the most prestigious projects in the Caribbean for more than 20 years.

As the U.S. market continues to gain strength and land becomes more difficult to purchase, capital investment will extend further into Latin America and the Caribbean. The landscape of resort residential properties that were abandoned during the downturn are destined to re-emerge very soon. Chinese investment has already begun flowing into the Caribbean, and the global markets won't be far behind.



Puerto Rico is the beneficiary of billions of dollars of hurricane relief, 30% to 40% tax credits for tourism and a new Federal Opportunity Zone Investment program. In addition, Act 22 makes it the only place in the United States where passive income from financial instruments such as capital gains, interest and dividends go federally untaxed. Monarch Alternative Capital and David Kodsi of Royal Palm purchased Coco Beach Resort, and New York billionaire John Paulson invested \$1.5 billion into Puerto Rico prior to Hurricane Maria.



A New Era of 55+ Living Has Arrived!

Is "Active Adult" becoming a dirty word?



This new 26-court pickleball center highlights a growing trend at Cresswind at PGA Village Verano by Kolter Homes in Port St. Lucie, Florida.



Artist's Rendering

Haven't you heard? Sixty is the new 40! Baby Boomers and Gen-Xers are no longer slipping quietly into retirement and playing golf five days a week. They have younger families. They are working longer, training harder, eating better and staying more active than any generation before. With life changing so drastically, what does this mean for 55+ living?

"Active Adult" is a dirty word. This next generation is staying younger longer and wants to continue to blaze their own trail. They are seeking new experiences and fun-filled lifestyles,

yet their priorities have shifted dramatically. Communities that were once built around golf courses and huge Clubhouses are now shifting the focus to walking trails, wellness centers, pickleball courts, and creatively designed resort pools that invite socialization but have a low cost to maintain.

Builders are happy to get on board, developing these communities in close proximity to large cities, allowing residents to maintain a healthy balance between work and fun. Successful developers are also

refocusing their amenity plans to include dog parks, bike paths, nature trails and pickleball courts. Soft programming is now essential to create a welcoming atmosphere for new residents. Giving residents places to go and things to do is more important than a lofty list of under-utilized, overpriced Country Club amenities. Hiring an on-site activities director to organize Clubs, schedule classes, plan travel excursions and create a calendar of events is no longer an option.

CRESSWIND
AT PGA VILLAGE VERANO

WATERSONG
RIVERTOWN

Successful developers are refocusing their amenity plans to include dog parks, bike paths, nature trails, fitness centers and resort pools.



THE BROKER'S TOOLBOX.

THINGS JUST GOT PERSONAL!

Establishing a robust broker referral program is high on the list for developers and landowners. *“All I need is for the brokers to bring me their customers, and we’ll be sold out”* — a lofty prediction much easier said than done.

Over the years, the general real estate community has been fairly consistent in its approach — find the path of least resistance to a quick sale and bank a fast commission. For developers in a presale mode, this widely used practice makes it difficult to engage brokers in the early stages of development, when embracing the lifestyle is more important than touring a home.

For other top brokers, the approach is entirely different. They work hard to become the most knowledgeable real estate resource for their clients. They utilize market data to educate the consumers in their lead database and consistent e-blasts to update them on new opportunities. These are the star performers you need on your team — right from the start.

Make it easy. Make it personal. Help the real estate professional become the rock star presenting your community. Make sure you have a password-protected Broker Toolbox integrated into your website. Through a simple log-in, industry

professionals gain access to numerous marketing assets for their own use. These assets sell the community with the details you prefer, and they allow the broker to replace your contact information with their own. Even better, go ahead and customize the materials with their name, logo and contact information so they don't have to.

TAKE IT ONE STEP FURTHER — TEE UP YOUR MARKETING VIDEO WITH A SHORT VIDEO INTRODUCTION FROM THE BROKER. RECORD THESE CLIPS AT YOUR NEXT BROKER EVENT, AND PROVIDE THEM WITH THE EDITED FILES TO SHARE VIA EMAIL AND SOCIAL MEDIA. IT'S A HOME RUN FOR EVERYONE!



THE PRICE IS RIGHT... OR NOT?

✓ LOCATION ✓ DESIGN ✓ BRAND ✓ TIMING

You can acquire a prime property,
design an architectural masterpiece,
and brand it at the top of the market,
but if you don't price it right for the market,
there's no turning back.

So how do you get it right – from the start?



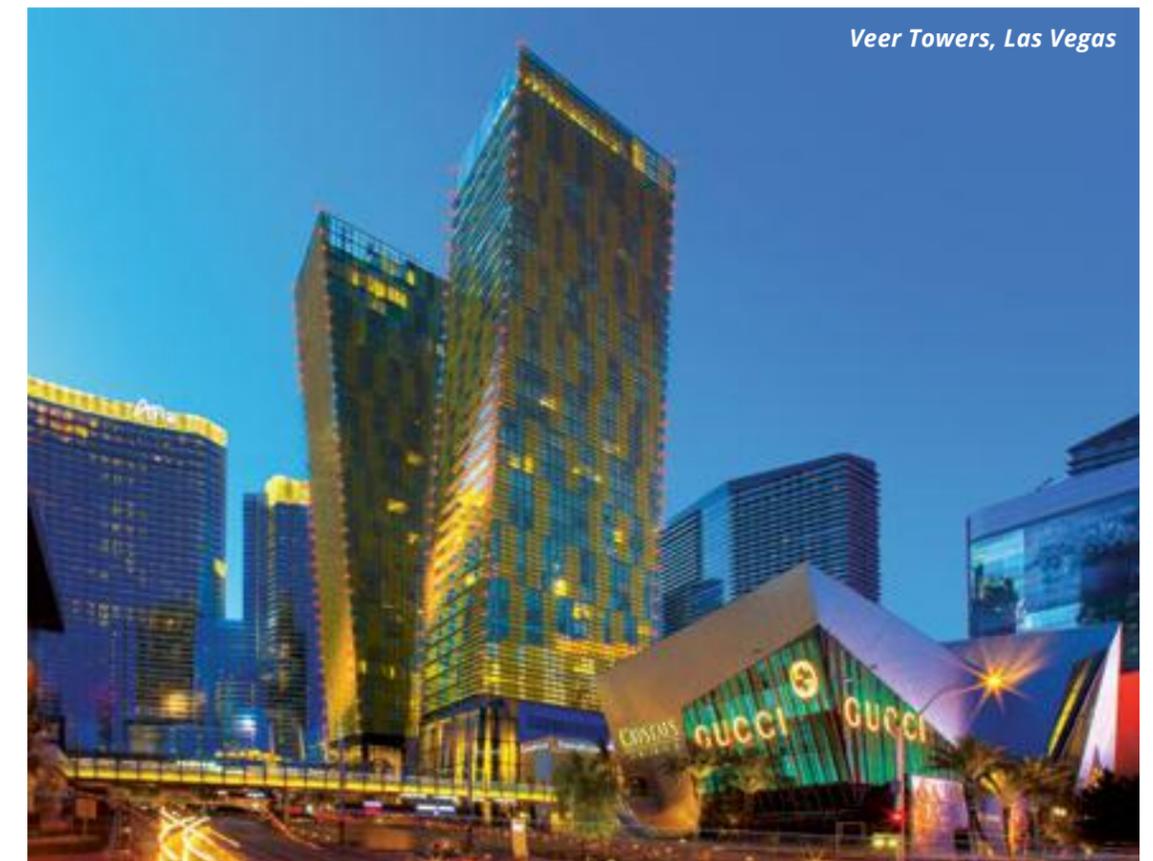
ONE
THOUSAND
OCEAN
BOCA RATON

Blackstone's One Thousand Ocean in Boca Raton set the pricing record for Palm Beach County luxury condominiums at the height of the downturn. OTO achieved \$1,500 per square foot at a time when the world was reeling from the global recession.

KICK OFF WITH MOMENTUM

Pricing is a chess match, and maximizing your return on investment (ROI) will be the result of driving increased demand for your offering. Once the buzz is created, the project will roll full speed ahead. Conversely, start out too high, and you leave yourself open to be judged a failure if you have to lower pricing due to lack of contracts.

The lesson — let your first buyers have a win. Getting out of the gate with momentum will give you the ability to drive prices higher as inventory is absorbed. Build homeowner confidence as early buyers see the property appreciating during the construction process. They will become strong ambassadors for your community, providing an instant referral source. Brokers will also follow the buyers to a successful project as the word spreads. The lesson — let your first buyers have a win. Getting out of the gate with momentum will give you the ability to drive prices higher as inventory is absorbed. Build homeowner confidence as they see the property appreciating during the construction process. They will become strong ambassadors for your community, providing an instant referral source. Brokers will also follow the buyers to a successful project as the word spreads.



Veer Towers, Las Vegas

"There's no easy exit strategy for a project that overshoots its value on the initial launch," says Laurie Andrews, Cotton & Company Principal. "Building a database of interest before you establish your price point is a great way to ensure your success. Know in advance how deep the market is, and let it guide you to the right level."

WHAT ARE YOUR PROSPECTS SAYING WHEN THEY GET INTO THEIR CAR?



The stage is set. Your sales office doors are open. Your Sales Team is equipped with product knowledge and the unique selling points of the community. There are beautifully staged model homes and a hands-on showroom to be explored. Great lifestyle brochures and community maps are being handed out. Prospects arrive, take a tour, talk to your sales people and leave for home. So what's next? What will it take to make the sale?

Your Sales Team's feedback —

“They just aren't ready to purchase, but when they do it will be here.”

“They have to sell their home and then they will move here.”

“They loved the community; I'm sure they will be back.”

You're waiting for the pipeline to convert, but what's the buyer's truth? If we could listen in on what they say when they get in the car by themselves, we'd have a much better understanding of our obstacles to sale and how to overcome them. So why not just ask? Not you, but a third-party market research firm, where they will feel more comfortable sharing their thoughts.

Cotton & Company Exit Surveys have been resolving sales challenges for developers across the country. Through the collation of the results, we identify trends and recommend modifications to increase your sales conversion. Often, challenges are things that cannot be changed (HOA fees) but could be presented in a different way to change the value perception. Other issues can be changed, such as misinformation, staff interaction issues, cleanliness or decorating feedback.

Exit Surveys gather results to assist in your sales process through learning what is truly important to buyers. Coded survey forms allow Cotton & Company to make individualized feedback from specific sales prospects available to your Sales Team to help close the deal.





ORCHID ISLAND *Living*

WHAT A STORY!



Storytelling is a lost art — painting a picture through words and images to create a desire to dig deeper, learn more or explore further. The entire story behind a community can seldom be told in a 12-page brochure or a real estate website when a consumer's attention spans three pages. Storytelling works best in an editorial format that allows readers to choose the articles that interest them, providing an intriguing and educational approach, while being restrained in its "sales" tone.

When retiring homebuyers begin their research on where to make their next move, there is much to understand. They have to choose a destination that

reflects their personality and provides the enriching lifestyle they seek. That means not only gaining an understanding of the specific neighborhood or Country Club, but exploring the surrounding area — its arts and entertainment, sports and natural environment, dining, shopping and transportation centers.

"We have been very pleased to work with Cotton & Company. They have great experience in both real estate and private Clubs. Cotton & Company has provided Orchid Island a comprehensive marketing plan with metrics to measure results."

— Rob Tench, Orchid Island General Manager / Chief Operating Officer

Through the pages of Cotton & Company's custom-published lifestyle magazines, communities are able to showcase their lifestyle attributes using a variety of approaches. Homeowner testimonials, shopping guides, recipes from the Club chef, and fitness and golf tips can be combined with valuable detail on Florida's tax benefits, Club Membership options, and buyer benefits that are often overlooked by real estate sales teams.

This marketing tool, an innovative component of the Cotton Solution, also becomes a deep resource for blog articles and a downloadable call to action on the

community website. It's a way to open the dialogue with the consumer in a nonaggressive way, enticing the reader to visit the featured community. The publications are very cost-efficient to print, and provide an infinite source of pride for members and homeowners to refer their friends and family.



Orchid Island Lifestyles is available at OrchidIslandFL.com, showcasing the lifestyle of Orchid Island Golf & Beach Club in Vero Beach, Florida. This is just one of many destination magazines developed by Team Cotton.



A *Natural* CONNECTION

One look from the air, and it was clear what the unique selling proposition for the relaunch of Rivella would be.

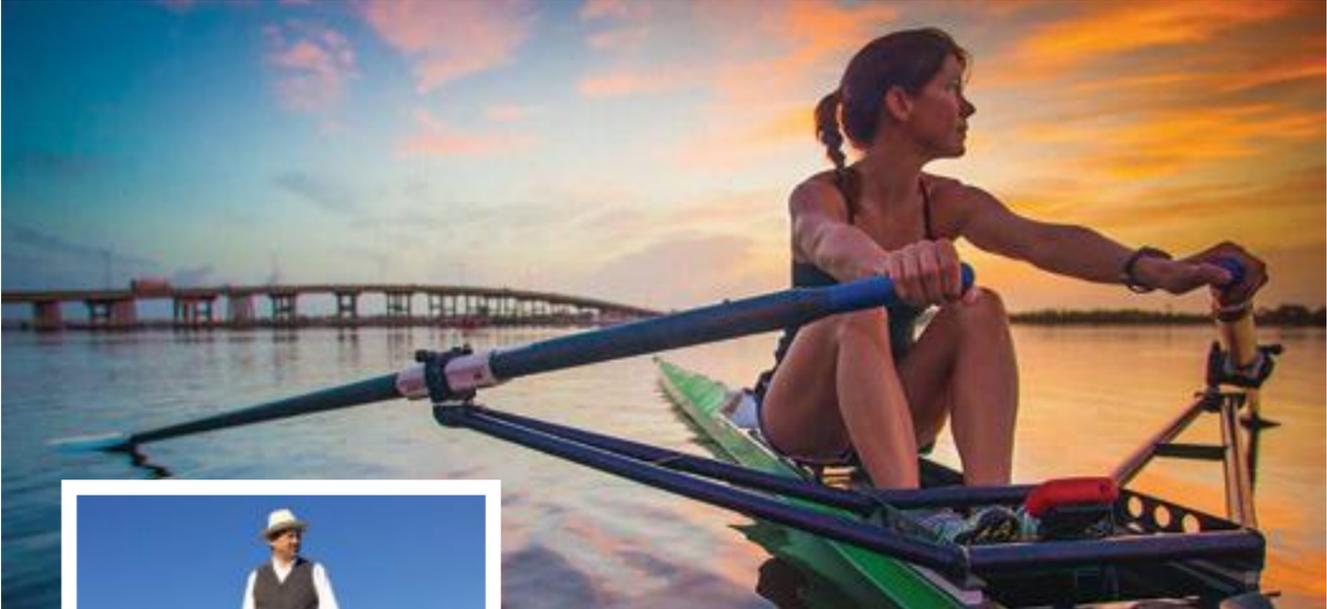
Bordered by the picturesque North Fork of the St. Lucie River, this secluded master-planned community was abandoned by its prior developer, and the remaining 300 homesites were sold to a new homebuilder, Groundstone Homes. Few people in the local market were aware of the incredible beauty and opportunity the community represented. That's where Cotton & Company stepped in to help develop a fresh brand for the community.



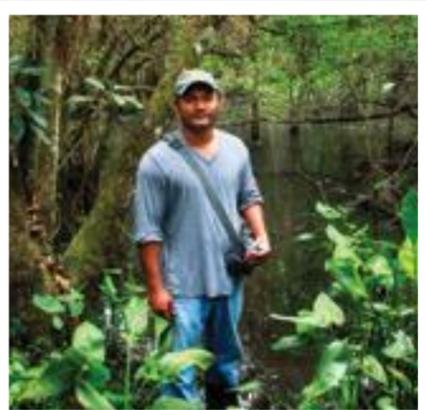
“Follow the River Home” became the new tagline for this unique property where only a limited number of homesites actually enjoyed a riverfront view. Cotton’s content marketing team developed an affiliate marketing plan that teamed up with some of the area’s best local photographers.

The remaining homesites represented an excellent value in a gated community for those who appreciated the close proximity to the natural surroundings that could be enjoyed by kayak, hiking or a leisurely sunset stroll through the community. With models still under construction and the Florida winter season kicking into high gear, it was critical to find the delicate balance in the marketing budget. Spread the word without spending the bulk of the budget before the product could be delivered.

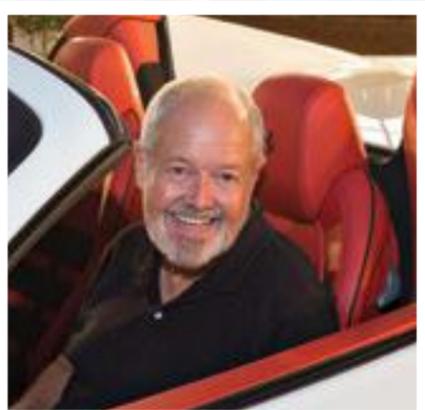
Utilizing existing images to showcase the natural beauty of the area, we featured their extraordinary work while promoting the relaunch of the community. A cost-efficient digital marketing program featured three distinguished photographers with a large social media following who participated in the campaign. Steven Martine, Captain Kimo and Ron Rosenzweig brought the project to life through viral engagement throughout the region. Take a look through their lenses at **RivellaFL.com**.



STEVEN MARTINE — Martine’s freelance lifestyle photography and work with National Geographic have taken him to exquisite places around the world. Despite all this, he always finds himself returning to his home on the Treasure Coast to capture the beauty of this tropical landscape.



KIM SENG, aka CAPTAIN KIMO — Seng started with a focus on fishing, but his decision to switch to landscape photography was a huge benefit to Florida’s art scene. His photos of landmarks such as the Jupiter Inlet Lighthouse and scenes such as the sun rising over rivers and preserves have captured the hearts of visitors and residents alike.



RON ROSENZWEIG — More than just shots of real estate and architecture, you’ll see stunning backdrops in Rosenzweig’s work, including magnificent sunrises and sunsets, local wildlife and beautiful panoramic shots of some of the area’s waterways.

ONLINE TO ON-SITE

THE BIGGEST SALES FUNNEL CHALLENGE

Creating timely sales success for residential real estate starts with creating a wide marketing and sales funnel. At the very top, we are purely working with general interest in learning more about a region, community or area. The challenge of any great marketing plan is how to nurture this interest into a specific desire to move to your community. How do we systematically bring a buyer through the funnel, resulting in a visit to the Sales Office and an eventual sale? The Cotton Solution works through every step of this process to continually intrigue a buyer to learn more.

Transitioning an internet lead to an on-site visitor is by far the most challenging marketing phase. Cotton & Company works together with our clients to facilitate this connection through many unique programs.

Pre-planning the guest's experience is a crucial element of the success of these programs. When executed consistently with a high level of service, these programs have a significant impact on speeding absorption.

AMBASSADOR
ENGAGEMENT



SPECIAL
EVENTS
PLANNING

DISCOVERY
VISIT
OPPORTUNITIES



STAY
& PLAY
PROGRAMS



ROBUST
FOLLOW-UP
PROGRAMS

THE BIGGEST SALES FUNNEL CHALLENGE



The Baby Boomer Effect

iStar An iStar Success Story!

Revolutionary — it's the single best word to describe a generation that dramatically changed the way we live in America today. From music, entertainment and fashion to diverse social and political causes — the Baby Boomers have been shaking things up since the 1960s.

After marketing to the Silent Generation for decades, many developers were slow to recognize the drastically different demographic and psychographic profiles of the emerging retiree market. "Baby Boomers are living longer and seeking new ways to reinvent themselves," says Stephann Cotton, president of Cotton & Company and member of the Urban Land Institute. "They have a completely different attitude

about life, and the greatest amount of free time in the history of the world. They are looking for places that give them an opportunity to explore, learn and just have fun."

The Baby Boomer effect is exactly what drove the dramatic repositioning of iStar's Naples Reserve community in South Naples, Florida. The community was introduced to the competitive Southwest Florida market in an easterly location, pushing the boundaries of the developed area. With more than 1,000 homes to sell and marginal market acceptance, Cotton & Company was engaged to jump-start the community's sales effort and reposition the community for the emerging market.

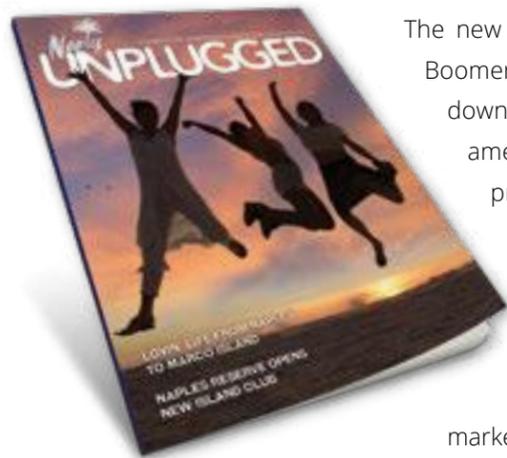


"Baby Boomers are living longer and seeking new ways to reinvent themselves."

"Cotton and Company completely rebranded our project and turned it into the number-one-selling community in our submarket. Team Cotton's experienced professionals are always looking to improve and streamline processes. This is the go-to agency for real estate marketing."

— Heather Thompson
Naples Reserve





The new Naples Reserve marketing plan took full advantage of the Boomer's fresh attitude and financial sensitivity following the downturn. Every aspect of the community was evaluated — amenities, home design, HOA costs, and brand marketing. The program was targeted at the Boomers who are seeking less golf, more fitness and walking trails, and soft programming that provides an opportunity for lifelong learning, adventure, new hobbies and social interaction.

The comprehensive program included a strategic content marketing program, broadcast outreach, and multiple on-site events to showcase the new Island Club, welcome center, café, water sports, tropical pools and plans for a dog park and tennis/pickleball center. The laid-back lifestyle was promoted with a playful attitude and highlighted the low-cost HOA.

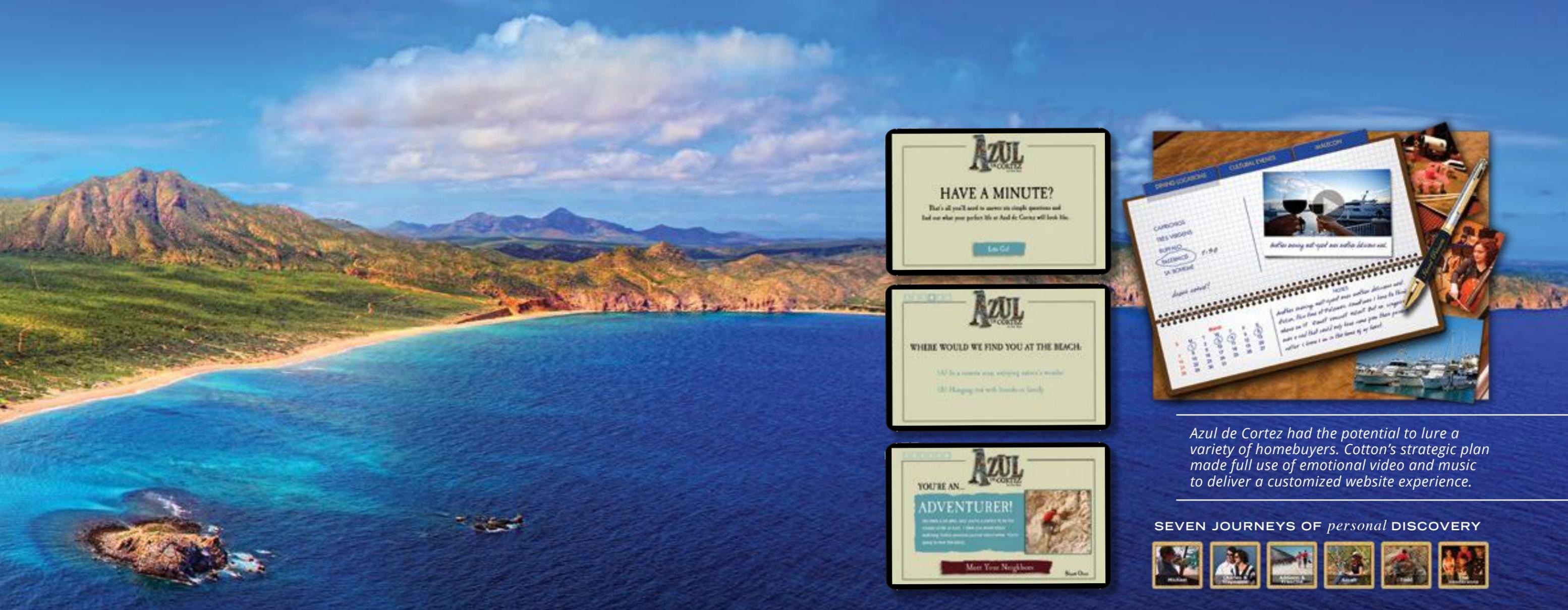


iStar's forward thinking is a model for the industry. Although it can be difficult to make such a dramatic shift, developers must be focused on the next generation of homebuyers. It's no longer an option. For more information on this one-of-a-kind community, visit NaplesReserve.com.



PHOTOGRAPHY IS KEY TO CREATING THE BRAND PERSONALITY FOR NAPLES RESERVE. **"WE DO THINGS DIFFERENT"** BECAME THE MANTRA FOR EVERY IMAGE.





AZUL
de CORTÉZ

HAVE A MINUTE?
That's all you'll need to answer six simple questions and find out what your perfect life in Azul de Cortez will look like.

Go On

AZUL
de CORTÉZ

WHERE WOULD WE FIND YOU AT THE BEACH?

☐ In a cabana with a view of the ocean

☐ Hanging out with friends and family

AZUL
de CORTÉZ

YOU'RE AN... ADVENTURER!

Meet Your Neighbors



Azul de Cortez had the potential to lure a variety of homebuyers. Cotton's strategic plan made full use of emotional video and music to deliver a customized website experience.

SEVEN JOURNEYS OF personal DISCOVERY



A Journey of *Discovery*

There it was, bigger than life on your computer screen. A magnificent landscape of bright blue skies and rolling desert hills that seemingly merge into the clear blue waters of the Sea of Cortez. The stunning beauty of the Baja actually takes your breath away. What an incredible first impression, but then what?

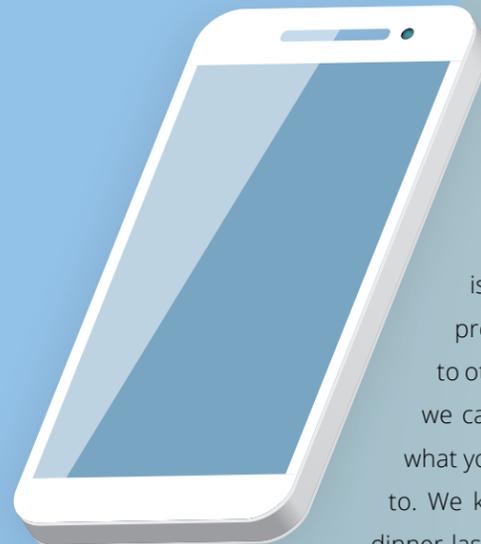
Take the Quiz. A short series of four or five questions are asked about how you would interact with the environment, what level of service you prefer, what activities you are most likely to schedule. Your answers and interactions create a profile of your interests that allows the developer to get to know what's important to you.

When it comes to nurturing a lead, one size certainly does not fit all. Are you in the Baja because you're a die-hard fisher or a retiree looking for an expensive lifestyle? Will you visit occasionally with family or make the permanent

move to be closer to this natural wonderland? Understanding who you are ensures that you receive the appropriate information on who we are and information on the activities that are most important to you.

Strategic follow-up on leads using targeted content can significantly improve the results of real estate marketing campaigns and lead to more sales. Customized video content, personalized emails or digital brochures, and strategic messaging should be integrated into any database lead management system.

YOUR SMARTPHONE KNOWS YOU BEST...



AND NOW, SO DO WE.

Your smartphone has become a part of your DNA. You carry it with you wherever you go. It knows where you are headed before you do. How? Your phone is constantly sending out a device ID. That ID is being recorded and matched with your personal profile. That personal profile includes your connection to other devices such as laptops or computers. Together, we can track your spending patterns, your travel habits, what you watch, what you read and who you are connected to. We know your net worth, your age and where you ate dinner last Friday night. It may be scary, but it's a new world, where data and identity solution companies are in the driver's seat. It's changing the way we advertise in every aspect of media, including print, outdoor and broadcast.



A variety of new targeting strategies are now available, and soon some will be taken away. Facebook will be scaling back its targeting for Real Estate Developers due to the Federal Fair Housing laws, while the rest of the open internet is rolling full speed ahead, using artificial intelligence combined with massive databases.

Location-based

geofencing for events, competitors or site-specific locations

Contextual targeting

using third-party data segments that incorporate the type of content users are browsing online

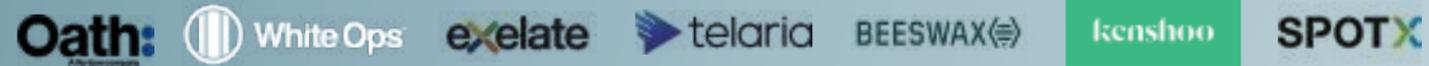
Demographic

targeting based on specific user profile data, behaviors and interests

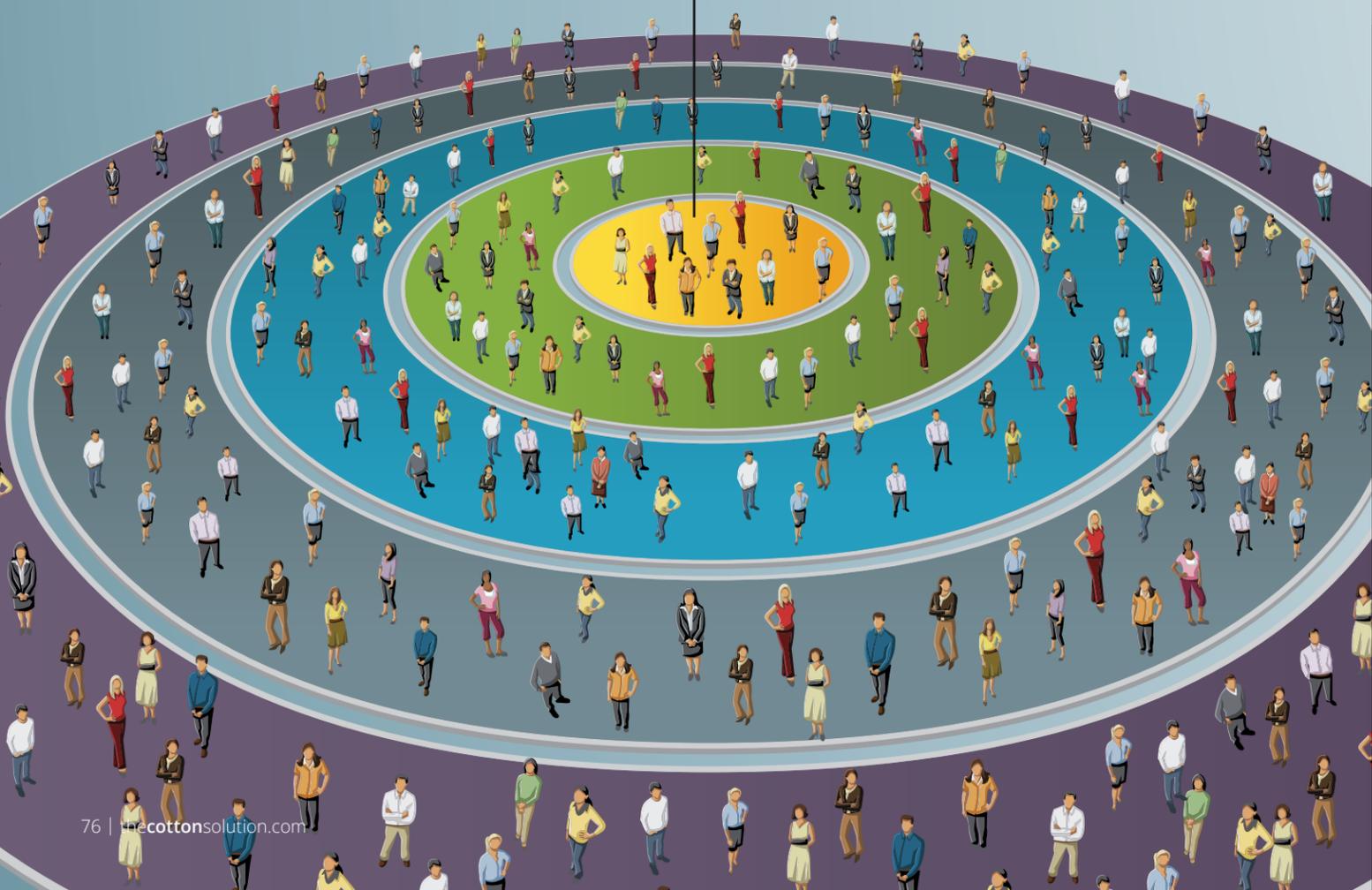
Re-targeting

to reengage users through Google Ads, Facebook, broadcast and other programmatic platforms

With the Advent of Programmatic, the Ad Tech Industry was Born



All of this targeting can be executed using video, native, static or animated banners. Programmatic incorporates data and online targeting methods to serve impressions more accurately, efficiently and at scale, which means better return on investment (ROI) for advertisers.



*From Dublin
With Love*

Barry Kinsella
Master Photographer

For over four decades, Cotton & Company has worked with top industry professionals to capture unforgettable images that tell a story without ever speaking a single word, images that transport viewers to a place they can only imagine, a place they aspire to be.

It's with deep appreciation and gratitude that we celebrate the legendary career of a colleague who is one of a kind. Barry Kinsella, born in Dublin, Ireland, has been a cherished partner of Team Cotton almost from the beginning. His avid interest in the Soviet Union, along with his personal enthusiasm

for travel, allowed him to photograph the sites of some of the world's most historic events. Having won the Ilford (UK) prize for black-and-white photography, he often longs for the aroma of developer, stop bath and fixer — the requisite darkroom chemicals — and long nights creating beautiful silver gelatin prints while imbibing a great Cognac.

For those who have had the privilege to work alongside this true artisan, we say "Thank you, Barry." You've been a true friend and mentor and will always be a member of the Cotton & Company family. Cheers!



ONE TEAM ONE FOCUS DRIVE SALES

DIGITAL INTEGRATION



Analytics are the key to implementing accountability for sales success throughout your organization, both internally and with your marketing partners. But analytics alone will not lead to new homebuyers moving into your community. Integrating data points throughout your marketing and sales funnel will allow you to identify trends and take advantage of opportunities. From the early stages of consumers' interest through their visit to your community and execution of a contract for sale, your program should be consistently fine-tuned to ensure greater conversion rates at every step of the process.

But who is leading the charge? Often, the sales and marketing teams settle into

"We've been doing nothing other than residential real estate marketing and sales for the past four decades," says Stephann Cotton, founder of Cotton & Company. "Yes, we have teams of brilliant programmers, talented designers and writers, and highly successful digital strategists. But at the end of the day, everyone understands they are here to sell real estate."

Industry leader Cotton & Company embraces a business model unlike other marketing firms. Lead generation is just one aspect of a comprehensive plan that incorporates branding, design, public relations, content marketing, social engagement, database management and more. When the real estate industry went into hibernation during the downturn, Cotton remained dedicated to its specialty, digging deeper into

"Our success is judged by the sales success of the community. We are diligent in monitoring the effectiveness of every aspect of the campaign to ensure that every dollar invested has an impact on bottom line results. You have to know what you're looking for to keep your eye on the big picture and every program detail simultaneously."

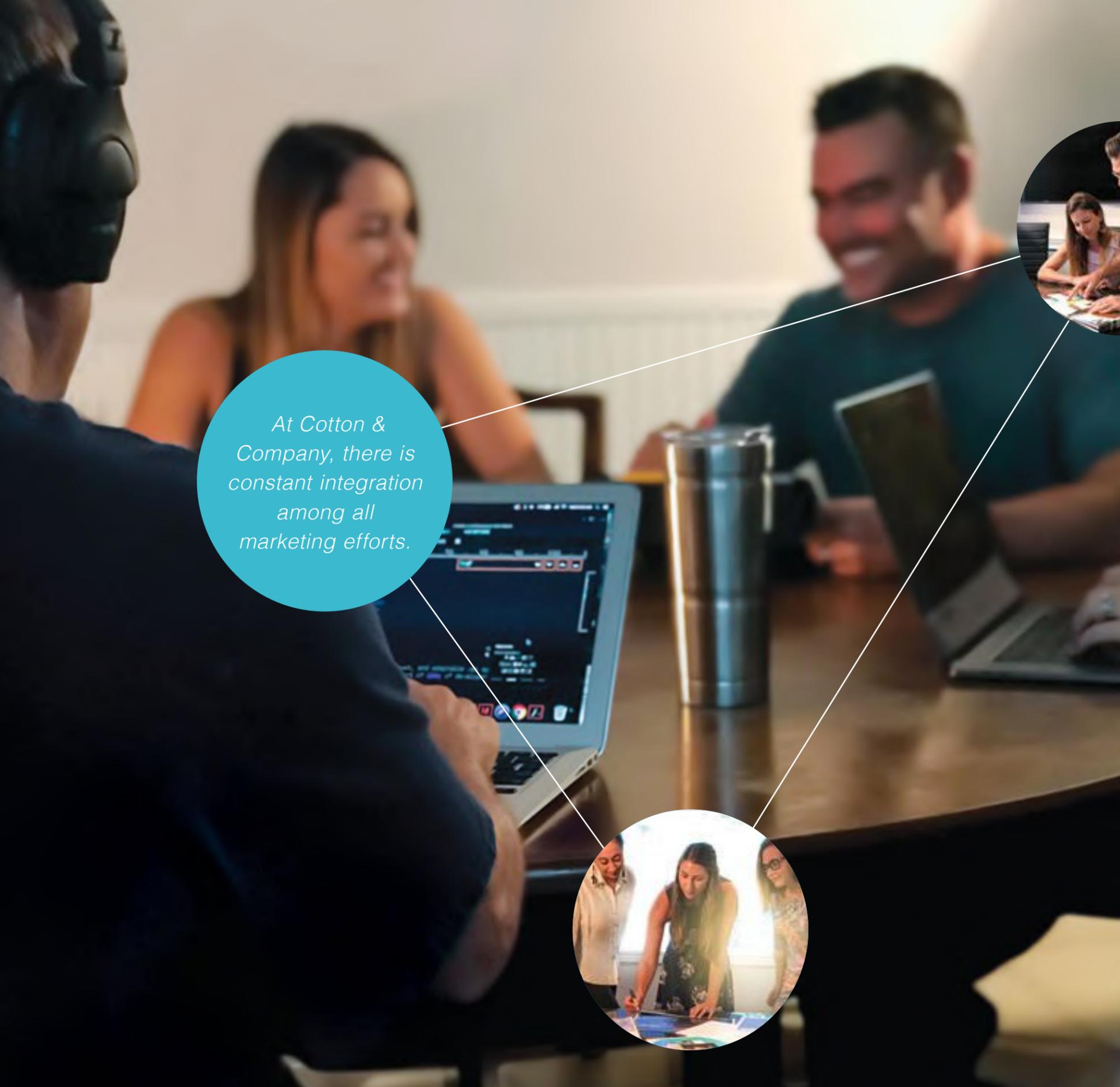
— Laurie Andrews, CMO, Cotton & Company

the weeds of daily operations. Updating copy on the website, getting a social media post up before the end of the day, supplying the Sales Team with an e-blast for an open house ... all relevant, but who is in the driver's seat analyzing the success or failure of these initiatives? Often, the big picture is overlooked because the tasks and assignments are spread among multiple entities, who are not working toward a singular goal — **SELL HOMES.**

sales and marketing, executing workouts for Lehman Holdings on projects in San Diego, Los Angeles, and Miami and Estero, Florida.

"Cotton & Company has been a valuable partner and resource, working with Kolter Homes for over two decades. As markets and advertising platforms have evolved over the years, so too has their insight and creative expertise."

— John Manrique, Kolter Homes



At Cotton & Company, there is constant integration among all marketing efforts.



IN HOUSE IN CONTROL

Strategic planning between web developers, writers, media buyers, SEO specialists and social marketing teams is critical to the success of a digital program.

Today's ever-changing digital world has made it easy for agencies to outsource services rather than stay current with the fast-paced evolution of technology. Many agencies are merely becoming marketing coordinators for programmatic media buying, website development, blog writing, search engine optimization, responsive advertising, video development and social media. But does the lack of integration impact the effectiveness of the overall program? In a word — absolutely.

Artificial intelligence has been integrated into every aspect of the digital environment. Each platform has an algorithm that is taking into account the user's activities and engagement on other platforms. It's when all of these elements are working together in concert that a digital program can really take off. At Cotton & Company, there is constant integration among all

marketing efforts. Every component has a multipurpose use, to meet the needs of both the consumer and search engines. Under one roof, face-to-face discussions create energy and ideas. Technical solutions are found faster, cost effectiveness is monitored more closely, projects flow more fluidly, and the results are more tangible with in-depth analytics to validate our success or guide our redirection.

Cotton & Company is well known for its high standard of execution and implementation. We are responsible for the quality, timing and budget — recognizing that everything must work together to drive greater results. The only way to ensure the consistency of these efforts and to fulfill our commitments to our clients is to keep things in-house and in our control. One team marching to the beat of the same drum.

DESTINATION RESORT SALES

THE PITFALLS TO AVOID

Resort residential real estate sold in beautiful international and island destinations sounds like a glamorous business, but it often becomes the most complicated of all real estate transactions. Understanding the laws and taxes of the destination country is only part of the battle. Understanding the reach of American law, and how it can affect your sales success, is even more important.

Developers often celebrate when they secure the best hospitality brand for their property, and later learn the limitations and restrictions that surface due to the brand affiliation. Most of the world's premiere hospitality firms are based in the

United States and will require strict compliance with SEC and HUD regulations. Access to databases and cross-marketing tools is often limited unless it has been addressed as a part of the initial negotiations. Individual states also have stringent protections in place, and liability can shift from the developer to the sales team or hospitality company if it has ties to the United States.

If you're heading overseas to do business, take someone with you who has been there before. Those picturesque beaches have mesmerized more than a few developers into difficult business situations. Cotton & Company will help you, and your buyers, navigate to paradise.

COTTON & COMPANY
HAS WORKED WITH MANY
OF THE WORLD'S TOP
HOSPITALITY BRANDS

HYATT

WESTIN

ROSEWOOD

CANYON RANCH

THE RITZ-CARLTON

ST. REGIS HOTELS & RESORTS

NOBLE HOUSE HOTELS & RESORTS

FOUR SEASONS HOTELS & RESORTS

WALDORF ASTORIA HOTELS AND RESORTS

CLIENT ROSTER

Cotton & Company has been privileged to work with the best-of-the-best in the real estate industry. We have built friendships, shared fond memories and experienced both good times and bad times together. We are forever grateful to our loyal clients and colleagues who have placed their trust in Team Cotton. A heart-felt “thank you” to our current and past clients:

CONDOMINIUMS

100 Las Olas	Jasmine Bay at West Bay Golf & Beach Club	Regalia Sunny Isles
1300 Ponce	Jupiter Ocean Grande	Regency Island Dunes
3 Thirty Three Downtown	L’Ambiance Beach	Sage Longboat Key
4001 North Ocean	Marina Grande	Sail Cove Town Center
5000 North Ocean	Marisol	Sanibel View
55 Merrick	MARK Sarasota	SeaGlass Jupiter
Akoya Boca West	Naples Square	Teramachi Los Angeles
Altaira by WCI	Ocean Delray	The Enclave at Palmira
Alteza above the Grand Hyatt	Ocean Links	The Mark San Diego
Bayso Sarasota	Ocean Oasis	The Passages
Bijou Bay Harbor	Ocean Palms	The Residences at the St. Regis
BLVD Sarasota	Oceana	Longboat Key Resort
Charleston Square	Oceana South	The Ritz-Carlton Residences, Sarasota
City Plaza I & II	Oceania Island	The Shores at Gulf Harbor
Coach House Wellington	Ocean Trail	Veer Towers Las Vegas
DaVinci	One Thousand Ocean	VUE Sarasota Bay
Island Dunes	Osprey Landing	Water Club North Palm Beach
Islandia	PGA Commons	
Jackson Tower	Q Club Fort Lauderdale	

MASTER-PLANNED COMMUNITIES

Alton	K Hovnanian of Florida	River Forest
Ambry Homes	L.J. Hooker Homes	River Glen
Arborwood	Lake Butler Cove	RiverTown
Artistry Palm Beach	Lost River	Sailfish Point
Artistry Sarasota	Martinique at Abacoa	San Michele
Ashley Park	Meridian Parks	Savannah Estates
Aspen Springs Ranch	Mizner Falls	Shelby Homes
Aston Gardens	Moderne Boca	Sherwood Oaks
Babcock Ranch	Monaco Resort & Spa	St. Lucie West
Belle Lago	Naples Reserve	The Colony at the Grand
Canopy Creek	Nature Walk	The Falls
Carriage Pointe	Northfork	The Islands
Collier Rod & Gun Club	Northridge	The Oaks
Country Cove	Oakbridge	The Port
Creekside	Ocala Jockey Club	The Reserve at Estero
Eccelstone Signature Homes	Ocean Club	Tres Belle
Estuary at Grey Oaks	Ocean Grove	Treviso Bay
Gardenia Isles	Old Orchid	Tributary
Gardens Cove	PGA National	Verandah
Gasparilla Cay	Paddock Hills	Victoria Gardens
GlenLakes	Palm Pointe	Viera
GlenView Life Care	Paloma	Village of Lake Lucie
Grande Dunes	Peninsula	Villagio del Mar
Grand Harbor	Peninsula Treviso Bay	Vineyards
Groundstone Homes	PGA Village Golf Club	West Harbor Village
Harbour Oaks	PGA Village Verano	Wildcat Ranch
High Aspen Ranch	Regency Signature Homes	Withers Preserve
JAT Homes	Rivella	Woodcreek

COUNTRY CLUB COMMUNITIES

Adena Country Club	Harbour Ridge	Palm Cove Golf & Yacht Club
Ballantrae Golf & Yacht Club	Herons Glen	Palmira Golf & Country Club
BallenIsles Country Club	Hunter’s Green Country Club	Paramount at Gulf Harbour
Bay Harbor	Ibis Golf & Country Club	PGA National
Baytree Country Club	Ironhorse Country Club	PGA Village
Bear Brooke Country Club	Island Dunes Country Club	Quail Ridge
Boca Pointe Country Club	Isleworth	Rosehill Country Club
Boca West Country Club	Jupiter Dunes	Sail Club Clear Lake
Breakers West Country Club	Jupiter Reef Club	Sarasota National
Cobblestone Country Club	La Playa Beach & Golf Club	Southpointe Golf Club
Country Club Pointe	Lake Nona Golf & Country Club	Spanish Wells Country Club
Cummings Cove	Lansing Island	St. Andrews Country Club
Cutter Sound Golf & Yacht Club	Lost Lakes Golf Club	St. Lucie Club
Delray Dunes	Mariner Sands	St. Lucie West
Devonshire	Mariner’s Club	Sugarmill Woods
Frenchman’s Reserve	Martin Downs Country Club	Sunset Lakes
GlenLakes	Meadowcrest Country Club	The Bear’s Club
Golden Ocala Golf & Equestrian Club	Mizner Country Club	The Concession Golf Club
Grand Harbor	Naples Lakes Country Club	The Fountains Golf & Country Club
Grand Champion	Oak Harbor	The Georgia Club
Grande Dunes	Oak Run Country Club	The Harborage Club
Grasslands Golf & Country Club	Ocean Reef Club	The Reserve Golf & Country Club
Greenview Cove Country Club	Orchid Island	Vasari Country Club
Grenelefe Golf & Tennis Resort	Osprey Cove	West Bay Club
Grey Oaks Country Club	Osprey Landing – Vero Beach	Winston Trails Golf Club
Harbor Links	Palm Beach Polo & Country Club	Woodfield Country Club

RESORT/INTERNATIONAL

Alexandra Resort, Turks & Caicos	Grand Dunes, Myrtle Beach	Residences at Beach Bay, Grand Cayman
Azul de Cortez, Baja Mexico	Grand Isle Villas, Great Exuma	Roco Ki, Dominican Republic
Briland Club Harbour Island	Grand Turk Beach Club, TCI	Royal Decameron, Panama
Cacique Royale TCI	Harbour Lakes, Puerto Rico	Rum Cay, Bahamas
Canyon Ranch Living Miami	Indian River Plantation Resort & Marina	Schooner Bay, Bahamas
Coco Beach Puerto Rico	Kolter Resorts	Shoreline, Bahamas
Costa Carmel, Costa Rica	Le Paradis, St. Lucia	St. Charles, North Caicos
Emerald Bay, Great Exuma	Monte Carlo Country Club	The Alexandra, Providenciales
European Castles Residence Club	Ocean Place	The Plaza Resort & Spa
February Point, Great Exuma	Pacifico Ridge, Costa Rica	Ultimate Resorts Destination Club

AFFILIATED COMPANIES

Burroughs & Chapin	Hutchinson Whampoa	Pordes Residential
Consolidated-Tomoka	JW Construction	Radnor Sun Oil Company
Core Development	Kitson & Partners	Tavistock Group
Devcon Development	Knudson Companies	Taylor Woodrow
EBL Partners	KOLTER	Technomarine
First National Bank	Landmark Consolidated	The Babcock Company
First Peoples Bank	Mattamy Homes	The Channing Corporation
FPA Corporation	Mirasol Realty	The Reinhold Corporation
Gary Player Design Company	Mobil Land Development Corporation	The Ronto Group
Golden Bear Realty	Monterra Realty Partners	Unicorp
GreenPointe Communities	Nick Price Signature Design	Vista Properties
Hope Center for Autism	Ocean Drive Development	WCI

WORLD-CLASS REAL ESTATE REQUIRES WORLD-CLASS DIGITAL MARKETING

BRANDING | DIGITAL MARKETING | ADVERTISING | SALES

772.287.6612 | TheCottonSolution.com

