



# LAWSON REAL ESTATE TEAM

David J Lawson Real Estate Marketing Proposal 2009

**PARKER : HAYDEN**  
advertising + design

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## TEAM LAWSON OVERVIEW AND SITUATION

**The Evolution of Customer Behavior:**  
Customer behavior and how they choose to interact with companies and their products have changed dramatically, even in the last two years. The shift toward controlling these events has been accelerated by advances in technology and the open platforms designed to enable idea exchange.

David J Lawson and team provide a variety of real estate services in the Park City community. Team Lawson continually outperforms other real estate offices through strategic local marketing practices and more importantly, great consumer experiences.

Currently Team Lawson offers two different services within the real estate business that represent a 50/50 split of business at the firm. The first service is the firm's real estate brokerage which helps people buy and sell homes in Park City. Team Lawson (more specifically David) also provides development and sales services for upscale resort projects in the Park City area.

Given the current state of volatile financial markets and rapidly expanding development in the area, Team Lawson is looking for options, plans and strategies outside local media outlets and the Prudential's Top 1% agents network to achieve more awareness, leads and sales of current listings.



**PRIORITY PROPERTIES**

**Fairway Springs**

Location: Canyons® Resort

Total Units: 46

Total Units Holding Reservations: 12

Unit Pricing: Starting at \$1,400,000

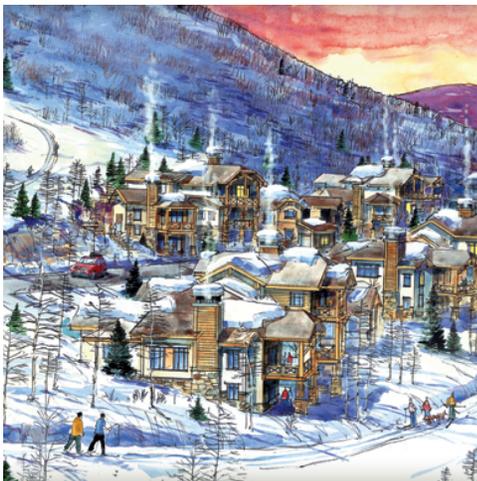


Fairway Springs description:

Welcome to Fairway Springs Ski and Golf Villas, an unprecedented union of winter and summer playgrounds in beautiful Park City, Utah! Overlooking the proposed Earl Kemp mountain golf course adjacent to The Canyons® Resort, Fairway Springs offers world-class opportunities to hit the slopes and the links, right outside your door.

We've brought together an idyllic location, an acclaimed architectural firm, and a premier builder to create a mountain escape beyond compare. And, best of all, now is the ideal time. So come, hang your skis next to your clubs, and join us at Fairway Springs.

The official Web site is [www.fairwaysprings.com](http://www.fairwaysprings.com) and is a well-developed microsite linked off of the David J. Lawson home Web site.



**FAIRWAY SPRINGS**  
SKI & GOLF VILLAS

## PRIORITY PROPERTIES

### Esca

Location: Canyons® Resort  
Total Units: 84  
Total Units Sold: 58  
Total Units Developer Held: 12  
Total Units for Sale: 14  
Unit Pricing: \$675,000 – \$2,590,000



#### Esca description:

New, full-ownership condominiums located within the pedestrian village core of one of Park City's three world-class ski resorts. A total of 84 elegantly appointed, ski and summer recreation dreams! Sizes range from studios to four-bedroom units. Amenities include a swimming pool, fitness center, owner lock-outs, lobby, conference center and underground heated parking. Construction began in 2005.

The official Web site is [www.escalalodges.com](http://www.escalalodges.com) and is a well-developed microsite linked off of the David J. Lawson home Web site.



**PRIORITY PROPERTIES**

**Woods of Parley's Lane**

Location: Summit County

Total Lots: 44

Total Lots Sold: 9

Total Lots For Sale: 35

Lot Pricing: \$495,000 – \$675,000



Woods of Parley's Lane description:

The Woods of Parley's Lane is a prestigious 44 lot gated community located conveniently between Salt Lake and Park City at Parley's Summit. This premier location allows for mountain living with close proximity to business or leisure activities.

The official Web site is [www.thewoodsofparleyslane.com](http://www.thewoodsofparleyslane.com) and is a well-developed micro site, but is currently NOT an active link from the David J. Lawson home Web site.



## CURRENT ADVERTISING MIX

**Television:** Info Channel looping in all Park City resort properties.

### **Print:**

*Park Record:* Regular insertions to continue ongoing community relations

*Salt Lake Tribune:* Get Moving section

*Park City Magazine:* Currently thinking of dropping publication from mix

*Homes and Land:* Upscale publication

*DCD:* Regional upscale home and architecture publication

### **Internet:**

Online: Yellow Page PPC, three month trial (G. Commerce PPC contract)

Owned Domain Names: ParkCityHomeSales.com, ParkCityDistressSales.com, ParkCityEvaluations.com, DavidJLawson.com, LawsonRealestate.com

Web Partners: CustomHomesRus.com, CityCreekMortgage.com

**Direct Mail:** Utilizing Prudential for development and property flyers, newsletters and mailers to Prudential's top 1% agents.

**Event Marketing:** Development and execution of upscale "Invite Only Launch Events" for top-selling agents to preview newest developments and properties.

**Sales Collateral:** Individual Tier One sales and marketing collateral complete with property description, photos, site elevations and floor plans where applicable. Total advertising expenditure per Team Lawson Home Sellers Guide Book \$38,500 per month.

### **Research that looked at how different media affect online results demonstrates that:**

- Traditional media play a critical role in driving web traffic and search, even when URL addresses are often missing or not prominently displayed in offline advertising.
- Looking at qualified search—those consumers ready to make a purchase—paints a different picture of media usage than total search, which is most often the focus of advertisers.
- Print media, especially magazines, excel in all areas studied.

MPA, 2007, Accountability: How Media Drive Results and Impact Online Success

## MARKETS OF INTEREST FOR ADVERTISING

### A New Frontier of Social Influence:

The explosive growth of social networks across all age demographics is largely because of our social graphs. It's the mapping of who is connected to whom within a network of peers. And as a result, people are increasingly surfing the social networks and the broader Web through the context of their friends and acquaintances—what those friends talk about, what they recommend, and what they consider to be relevant.

Two years ago, this online behavior was not that common online. That's changing now. According to a Fast Company magazine article, the effect of the social graph on marketing is going to be even greater than that of radio, the telegraph, or television.

Singh, S., Velez, R., & Pickard, J., Aug. 2008, A New Frontier of Social Influence: Portable Social Graphs

The markets below were chosen based upon data gathered during conversations about sales and reservations with Team Lawson. These markets generate many of the guests who travel to Park City.

**Southern California:** Los Angeles and Orange County area

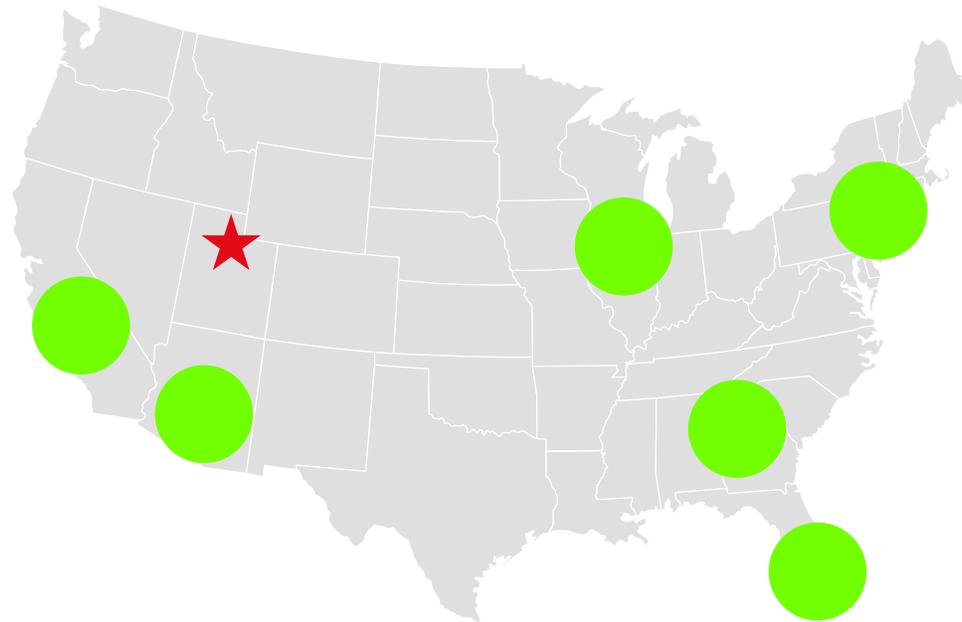
**Arizona:** Phoenix and Scottsdale

**Illinois:** Chicago

**New York:** New York City

**Georgia:** Atlanta

**Florida:** Southern Florida (including Miami Beach and South Beach)



## OBJECTIVES

The purpose of this presentation is to satisfy two objectives for Team Lawson:

### **Objective 1:** Present and Discuss Macro Advertising Plan

Utilizing a “do what it takes to succeed” method, ParkerHayden applies a narrowly focused media placement discipline to target high net worth individuals in specified markets. Costs are leveraged against the efficiency of advertising directly to said individuals with a very targeted message.

### **Objective 2:** Present and Discuss Micro Advertising Plan

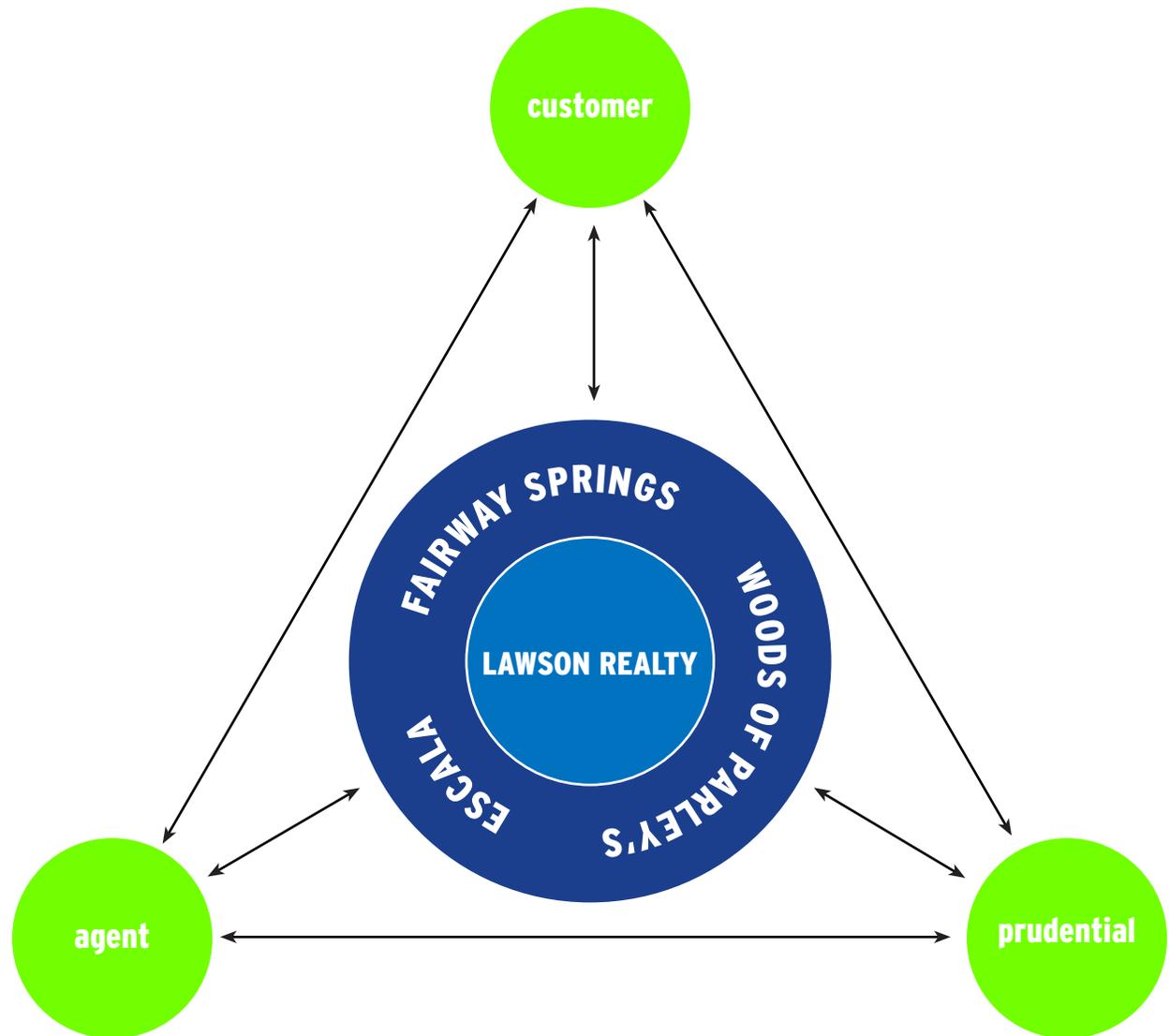
ParkerHayden presents a much more narrow scope for advertising Team Lawson by refining and re-implementing the PPC campaign currently being spent on the Yellow Pages PPC contract. Oversight is greatly enhanced and a ramp-up in efficiency will increase click-throughs and traffic to Web sites.



### **Prioritizing Search Results:**

Another thought to consider is how search engines like Google use links from the social Web to drive the prioritization of website listings in search results pages. Those links are created socially through the blogs, comments and tags of individual people. In a sense, they're the footprints of the social graph. What people do online and how they recognize each other for their contributions through cross-linking drives natural search engine results.

## LAWSON CUSTOMER TOUCH MODEL



### How Will Your Customer Find You?

Nearly 94% of U.S. consumers regularly or occasionally research products online before making an offline purchase, and nearly half of those consumers then share the information and advice they gleaned online with other consumers, according to Worthington, Ohio-based market research firm BIGresearch.

Sullivan, E., Oct. 2008, AMA Marketing News, Virtually Satisfied, p. 26.

## STRATEGY

Aside from the basic “block and tackling” of residential real estate, which includes property flyers and listing each in the local Multiple Listing Service (MLS), ParkerHayden recommends the following strategies:

**Silo marketing for each property:** Silo marketing is by definition the tactic of treating each property as a mutually exclusive experience. Given that two properties are located in the Canyons and one is located above Park City and each is offered at a widely different price point, these developments should be marketed separately to focus on each one’s individual brand promise and market.

**Local Team Lawson awareness:** Team Lawson must maintain local visibility to reinforce the brand and support the firm’s efforts in both local brokerage business opportunities and development projects.

**Leverage public relations to reach buyers directly:** There is tremendous opportunity to leverage Team Lawson events to drive direct buyers to each property. Direct-to-consumer messaging will enable Team Lawson to secure both sides of more transactions, saving the firm up to 3% in commission on each transaction. This will come into play, especially in the planning, launching and groundbreaking of new properties.

**Increase Pay-Per-Click (PPC):** A comprehensive pay-per-click campaign using high-traffic keywords will help drive more traffic and prospects to the Team Lawson Web site, as well as the individual developments’ Web sites.



## STRATEGY

**Improve functionality of the Team Lawson Web site:** A Web site is often the first contact a prospective buyer has with any company or business. Like any consumer, high net worth buyers associate an unpleasant or frustrating Web experience with the expected personal experience. There is great value in fulfilling basic information on the current Team Lawson Web site, but there are several areas that can be improved to enhance the user experience through design and usability modifications. ParkerHayden recommends basic changes aimed at reducing conversion losses from Web visitor to final contact.

Modifications that ParkerHayden can implement initially to enhance usability and provide a better consumer experience can be explored and compiled into a comprehensive plan with associated timelines.

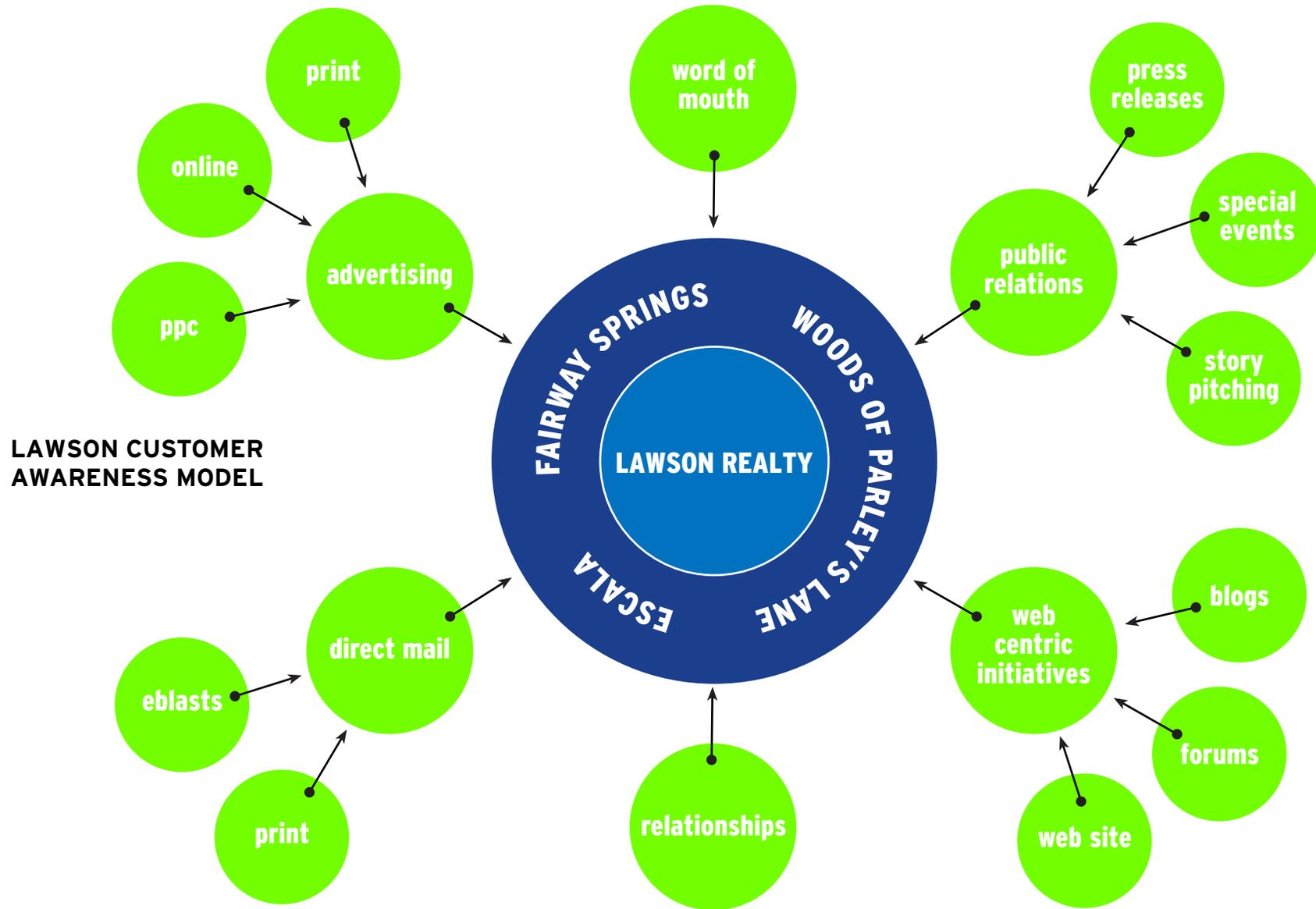


### **Developing Strong Relationships:**

Social media matters because it's a fundamental shift in how people use the Internet and how they interact with each other online. It is about how the Internet has evolved into a communication medium between strong ties in a network of people versus just weak or anonymous ones. It is increasingly about people who have strong relationships with each other in the offline world and are using the social platforms to deepen those very relationships.

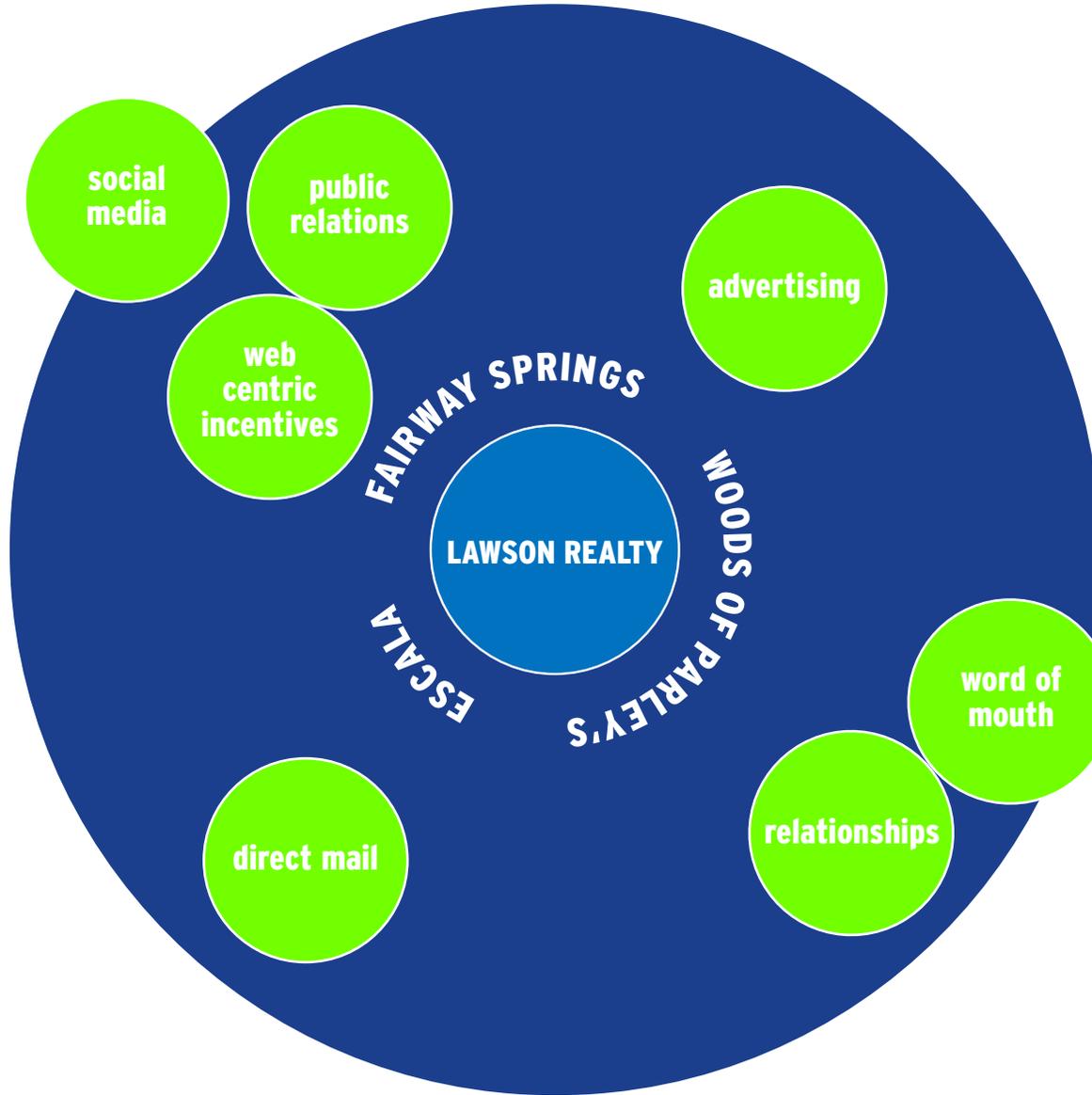
For a marketer this means that social must be used to understand brand sentiment, listen to customer needs, co-produce products, recruit talent and collaborate with partners. These social influence elements matter as much as the more obvious marketing and advertising pieces.

Singh, S., Oct. 2008, Fighting Social Influence Marketing™ Myths



LAWSON CUSTOMER AWARENESS MODEL

WHAT IS THE  
LAWSON  
2009 MODEL?



## TACTICS MACRO PLAN

### **Southern California:**

*Haute Living Los Angeles*

*Los Angeles*

*Orange Coast*

### **Phoenix:**

*North Valley*

*Phoenix Home & Garden*

### **Chicago:**

*Chicago Magazine*

### **New York City:**

*Haute Living New York*

### **Atlanta:**

*Atlanta Magazine*

### **Florida:**

*Haute Living Florida*

*Tampa Bay Magazine*

### **Media:**

**Option One:** The Macro Advertising Plan. Using a big picture view of potential buyers and a “do what it takes to succeed” budgeting method, ParkerHayden recommends a comprehensive media plan integrating both online and offline media.

**PPC:** This portion of the Team Lawson campaign is implemented in “spend phases” and slowly ramps up to the level of the maximum monthly budget. The ramp-up allows ParkerHayden to methodically test key words, analyze traffic patterns and optimize traffic to Team Lawson’s Web landing pages.

**Public Relations:** ParkerHayden proposes a comprehensive public relations effort that will employ frequent outreach to members of the media in Park City, as well as our targeted cities. This effort will include press releases, media alerts, active and passive story pitching, blogging and media relations.

**Direct Mail:** A direct mail campaign is recommended in designated markets where we are running print advertising. These mailings will drop four (4) times per year at an estimated 10,000 pieces per drop.

**Print Advertising:** A print advertising plan is proposed in designated markets. ParkerHayden has compiled a list of similar print media properties in these major metro areas that can be used to reach affluent individuals with average net worth between \$1.5 and \$2 million, annual income at or above \$250,000 and an interest in securing a second or third home.

Publications that can reach this reader in these specific areas are listed to the left.

**TACTICS  
MACRO PLAN**

**Recommended print by market:**

Market: Orange County

Title: *Orange Coast*

Overview:

*Orange Coast* magazine boasts a total audience of over 156,000.

Average household income of over \$300,000.

Average net worth over \$2,000,000.

Published four times per year.



Markets/Print Ad Publications — 1/2 Pg Horizontal & Full Page	Rates	2009 Budget
<b>Southern California</b>		
Los Angeles Magazine - 1/2 Pg	\$ 11,485.00	\$ 68,910.00
Orange Coast Magazine - 1/2 Pg	\$ 4,090.00	\$ 24,540.00
Haute Living Los Angeles - Full Page	\$ 3,000.00	\$ 18,000.00
<b>Subtotal</b>	<b>\$ 18,575.00</b>	<b>\$ 111,450.00</b>

**TACTICS  
MACRO PLAN**

**Recommended print by market:**

Market: Los Angeles

Title: *Los Angeles*

Overview:

*Los Angeles* magazine boasts a total audience of over 450,000.

Average household income of over \$244,800.

83% traveled domestically for pleasure.

21% listed skiing/snowboarding as their leisure sport.

12% stated their destination travel was Utah/Colorado.

Published twelve times per year.



Markets/Print Ad Publications — 1/2 Pg Horizontal & Full Page	Rates	2009 Budget
<b>Southern California</b>		
Los Angeles Magazine - 1/2 Pg	\$ 11,485.00	\$ 68,910.00
Orange Coast Magazine - 1/2 Pg	\$ 4,090.00	\$ 24,540.00
Haute Living Los Angeles - Full Page	\$ 3,000.00	\$ 18,000.00
Subtotal	\$ 18,575.00	\$ 111,450.00

**TACTICS  
MACRO PLAN**

**Recommended print by market:**

Market: California

Title: *Haute Living Los Angeles*

Overview:

*Haute Living Los Angeles* magazine has a circulation of 35,000 and readership of just over 175,000.

*Haute Living Los Angeles'* audience is comprised of the most affluent decision makers and connoisseurs from the Los Angeles area to Orange County.

Published six times per year.



Markets/Print Ad Publications — 1/2 Pg Horizontal & Full Page	Rates	2009 Budget
Southern California		
Los Angeles Magazine - 1/2 Pg	\$ 11,485.00	\$ 68,910.00
Orange Coast Magazine - 1/2 Pg	\$ 4,090.00	\$ 24,540.00
Haute Living Los Angeles - Full Page	\$ 3,000.00	\$ 18,000.00
	Subtotal \$	\$ 111,450.00

**TACTICS  
MACRO PLAN**

**Recommended print by market:**

Market: Phoenix, Arizona

Title: *Phoenix Home and Garden*

Overview:

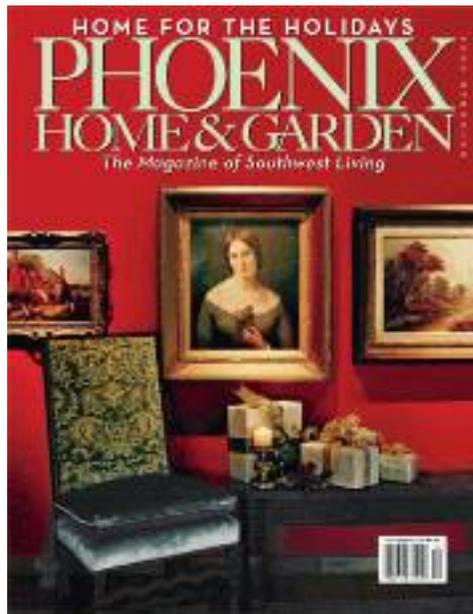
*Phoenix Home and Garden* magazine reaches over 92,000 subscribers.

31% of subscribers own a second home, and 9% have plans to purchase a second home.

83% (77,000) of subscribers are identified as business owners/partners or corporate officers.

900 subscribers reside within the top ten wealthiest zip codes in Phoenix.

Published twelve times per year.



<b>Markets/Print Ad Publications — 1/2 Pg Horizontal &amp; Full Page</b>	<b>Rates</b>	<b>2009 Budget</b>
Phoenix/Scottsdale, AZ		
Phoenix Home & Garden - 1/2 Pg	\$ 5,300.00	\$ 31,800.00
North Valley (Phoenix/Scottsdale) - 1/2 Pg	\$ 1,379.00	\$ 8,274.00
Subtotal	\$ 6,679.00	\$ 40,074.00

## TACTICS MACRO PLAN



### Recommended print by market:

Market: Scottsdale, Arizona

Title: *North Valley*

### Overview:

*North Valley* magazine boasts over 125,000 readers per issue.

Of these readers, 93% stated they bought something they saw in *North Valley* magazine.

39% of total readers list golf as their leisure activity of choice.

37% of readers list visiting spas as their favorite leisure activity.

12% percent of readers list snow skiing as their top leisure activity.

Published six times per year.

Markets/Print Ad Publications — 1/2 Pg Horizontal & Full Page	Rates	2009 Budget
Phoenix/Scottsdale, AZ		
Phoenix Home & Garden - 1/2 Pg	\$ 5,300.00	\$ 31,800.00
North Valley (Phoenix/Scottsdale) - 1/2 Pg	\$ 1,379.00	\$ 8,274.00
Subtotal	\$ 6,679.00	\$ 40,074.00

**TACTICS  
MACRO PLAN**

**Recommended print by market:**

Market: Chicago, Illinois

Title: *Chicago Magazine*

Overview:

*Chicago Magazine* has a circulation of 175,106 and readership of just over 835,000.

The magazine's readers have an average net worth of over \$1,400,000.

20% of *Chicago Magazine* readers own a vacation home.

18% listed snow skiing as a leisure activity in the last twelve months.

Published twelve times per year.



Markets/Print Ad Publications — 1/2 Pg Horizontal & Full Page	Rates	2009 Budget
Chicago		
Chicago Magazine - 1/2 Pg	\$ 17,675.00	\$ 106,050.00
Subtotal	\$ 17,675.00	\$ 106,050.00

**TACTICS  
MACRO PLAN**

**Recommended print by market:**

Market: New York, New York

Title: *Haute Living New York*

Overview:

*Haute Living New York* magazine has a circulation of 35,000 and total readership of just over 175,000.

The magazine's audience is made up of the most affluent decision makers and connoisseurs throughout the New York City metropolitan area.

Published six times per year.



Markets/Print Ad Publications — 1/2 Pg Horizontal & Full Page	Rates	2009 Budget
New York		
Haute Living New York - Full Page	\$ 4,000.00	\$ 24,000.00
Subtotal	\$ 4,000.00	\$ 24,000.00

**TACTICS  
MACRO PLAN**

**Recommended print by market:**

Market: Atlanta, Georgia

Title: *Atlanta*

Overview:

*Atlanta* magazine reaches over 437,000 subscribers, each with an average net worth of over \$890,000.

21% (95,000) of total subscribers have liquid assets greater than \$250,000.

18% (77,000) of subscribers are identified as business owners/partners or corporate officers.

65,900 subscribers reside within the top ten wealthiest zip codes in Atlanta.

Published six times per year.



Markets/Print Ad Publications — 1/2 Pg Horizontal & Full Page		Rates	2009 Budget
Atlanta			
	Atlanta Magazine	\$ 7,630.00	\$ 45,780.00
	Subtotal	\$ 7,630.00	\$ 45,780.00

**TACTICS  
MACRO PLAN**

**Recommended print by market:**

Market: Florida

Title: *Haute Living Florida*

Overview:

*Haute Living Florida* magazine has a circulation of 35,000 and total readership of just over 175,000.

Their audience is the most affluent decision makers and connoisseurs from Miami Beach to Palm Beach.

Published six times per year.



Markets/Print Ad Publications — 1/2 Pg Horizontal & Full Page	Rates	2009 Budget
Florida		
Tampa Bay Magazine - 1/2 Pg	\$ 1,640.00	\$ 9,840.00
Haute Living Florida (Miami, So Beach) - Full Page	\$ 3,000.00	\$ 18,000.00
Subtotal	\$ 4,640.00	\$ 27,840.00

**TACTICS  
MACRO PLAN****A New Frontier of Social Influence:**

The explosive growth of social networks across all age demographics is largely because of our social graphs. It's the mapping of who is connected to whom within a network of peers. And as a result, people are increasingly surfing the social networks and the broader Web through the context of their friends and acquaintances—what those friends talk about, what they recommend, and what they consider to be relevant.

Two years ago, this online behavior was not that common online. That's changing now. According to a Fast Company magazine article, the effect of the social graph on marketing is going to be even greater than that of radio, the telegraph, or television.

Singh, S., Velez, R., & Pickard, J., Aug. 2008, A New Frontier of Social Influence: Portable Social Graphs

**Pay-Per-Click is not about traffic. It's about conversion.**

There is a demonstrable difference between PPC campaigns geared toward driving eyeballs to the site versus a campaign which is engineered to achieve measurable objectives such as contact from qualified leads. In the latter, the improved metrics come from a specific focus on conversions.

**Keyword Phrases:** With a defined audience and strategic messaging, keyword research determines those search terms which are most likely sought by the audience.

**Copy Writing:** Advertising copy development is a craft of manipulating a sales pitch to resonate with the mindset of search engine users, bringing qualified prospects to the site.

**Landing Page:** Even the best research and ad copy can fail if there is not a landing page to convert the prospect. Landing pages are built as a single template with dynamic elements which react intelligently in real time to what we know about the prospect, thereby delivering an appropriate number of variations optimized for convincing the prospect to take a specific action and therefore becoming a bona fide lead. If the goal is sales, this metric matters most.

**Performance Optimization:** The internet is constantly changing. Competitors come and go. Strong competitors adapt in reaction to your campaign. Search engines themselves change methodologies, and based on scientific marketing metrics, continue to learn. To take advantage of the gathered intelligence, performance optimization ensures your campaign is reviewed and adjusted on an ongoing basis to maximize ROI.

**Tracking & Reporting:** At the end of it all, executives are busy with never ending responsibilities and no time to constantly wade through the nits and lice of PPC analytics. It's far more cost-effective to delegate that grind to folks who love to do it and can report back with easy-to-read explanations of what transpired as a result of your campaign.

## TACTICS MACRO PLAN

### Intermediate PPC Campaign

The intermediate PPC campaign is aimed at and focused on achieving measurable marketing objectives by engineering a better mouse trap to reach specific audiences, qualify them into prospects and cause them to take a specific action which converts them into leads. A focus on conversions in the sales funnel is the fundamental difference-maker. The campaign actively seeks the audience using an appropriate number of keyword phrases and a robust quiver of intelligent landing page variations. Conversions are increased by on-going improvements based on continued analysis.

#### Intermediate Campaign (25-50 Keyword Phrase Combinations)

PPC	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Budget
Google	\$ 500.00	\$ 750.00	\$ 1,000.00	\$ 1,250.00	\$ 1,500.00	\$ 1,750.00	\$ 2,000.00	\$ 2,500.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 23,250.00
Yahoo!	\$ 0.00	\$ 250.00	\$ 500.00	\$ 750.00	\$ 1,000.00	\$ 1,250.00	\$ 1,500.00	\$ 1,500.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 14,750.00
<b>Total Monthly Media Spend</b>	<b>\$ 500.00</b>	<b>\$ 1,000.00</b>	<b>\$ 1,500.00</b>	<b>\$ 2,000.00</b>	<b>\$ 2,500.00</b>	<b>\$ 3,000.00</b>	<b>\$ 3,500.00</b>	<b>\$ 4,000.00</b>	<b>\$ 5,000.00</b>	<b>\$ 5,000.00</b>	<b>\$ 5,000.00</b>	<b>\$ 5,000.00</b>	<b>\$ 38,000.00</b>
Performance Optimization	\$ 1,050.00	\$ 1,050.00	\$ 1,050.00	\$ 1,050.00	\$ 1,050.00	\$ 1,050.00	\$ 1,050.00	\$ 1,050.00	\$ 1,050.00	\$ 1,050.00	\$ 1,050.00	\$ 1,050.00	\$ 12,600.00
Tracking & Reporting	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 8,400.00
<b>Monthly PPC Total (Cume)</b>	<b>\$ 2,250.00</b>	<b>\$ 5,000.00</b>	<b>\$ 8,250.00</b>	<b>\$ 12,000.00</b>	<b>\$ 16,250.00</b>	<b>\$ 21,000.00</b>	<b>\$ 26,250.00</b>	<b>\$ 32,000.00</b>	<b>\$ 38,750.00</b>	<b>\$ 45,500.00</b>	<b>\$ 52,250.00</b>	<b>\$ 59,000.00</b>	<b>\$ 59,000.00</b>
<b>Itemized Creative</b>	<b>Budget</b>												
Keyword Research	\$ 1,050.00												
Ad Writing	\$ 1,400.00												
Landing Page Development	\$ 7,000.00												
Campaign Setup	\$ 1,750.00												
<b>Total Creative</b>	<b>\$ 11,200.00</b>												

## TACTICS MACRO PLAN

Print Ad Publications	Rates	2009 Budget	TOTAL
<b>Southern California</b>			
Los Angeles Magazine - 1/2 Pg	\$ 11,485.00	\$ 68,910.00	
Orange Coast Magazine - 1/2 Pg	\$ 4,090.00	\$ 24,540.00	
Haute Living Los Angeles - FPg	\$ 3,000.00	\$ 18,000.00	
<b>Subtotal</b>	\$ 18,575.00	\$ 111,450.00	
<b>Atlanta</b>			
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<b>Subtotal</b>	\$ 7,630.00	\$ 45,780.00	
<b>Phoenix/Scottsdale</b>			
Phoenix Home & Garden - 1/2 Pg	\$ 5,300.00	\$ 31,800.00	
North Valley (Phoenix/Scottsdale) - 1/2 Pg	\$ 1,379.00	\$ 8,274.00	
<b>Subtotal</b>	\$ 6,679.00	\$ 40,074.00	
<b>Florida</b>			
Tampa Bay Magazine - 1/2 Pg	\$ 1,640.00	\$ 9,840.00	
Haute Living Florida (Miami, So Beach) - FPg	\$ 3,000.00	\$ 18,000.00	
<b>Subtotal</b>	\$ 4,640.00	\$ 27,840.00	
<b>Chicago</b>			
Chicago Magazine - 1/2 Pg	\$ 17,675.00	\$ 106,050.00	
<b>Subtotal</b>	\$ 17,675.00	\$ 106,050.00	
<b>New York</b>			
Haute Living New York - FPg	\$ 4,000.00	\$ 24,000.00	
<b>Subtotal</b>	\$ 4,000.00	\$ 24,000.00	
<b>Print Media Total</b>	<b>\$ 59,199.00</b>	<b>\$ 355,194.00</b>	<b>\$ 355,194.00</b>
Creative			\$ 25,000.00
<b>PRINT SUBTOTAL:</b>			<b>\$ 380,194.00</b>
<b>Direct Mail — 10,000 Drop (x4)</b>			
Printing (4 Self-mailers)	Per Drop \$ 3,600.00	2009 Budget \$ 14,400.00	
Postage	\$ 3,600.00	\$ 14,400.00	
<b>Direct Mail Total</b>	<b>\$ 7,200.00</b>	<b>\$ 28,800.00</b>	<b>\$ 28,800.00</b>
Creative (4 Mailers)			\$ 16,000.00
<b>DIRECT MAIL SUBTOTAL:</b>			<b>\$ 44,800.00</b>
<b>Pay Per Click (PPC)</b>			
Google, Yahoo!	Monthly \$ 5,000.00	2009 Budget \$ 38,000.00	
Performance Optimization	\$ 1,050.00	\$ 12,600.00	
Tracking & Reporting	\$ 700.00	\$ 8,400.00	
<b>PPC Total</b>		<b>\$ 59,000.00</b>	<b>\$ 59,000.00</b>
Creative			\$ 11,200.00
<b>PPC SUBTOTAL:</b>			<b>\$ 70,200.00</b>
<b>Public Relations (12 Months)</b>			
Public Relations Services	Per Month \$ 6,000.00	2009 Budget \$ 72,000.00	\$ 72,000.00
<b>PUBLIC RELATIONS SUBTOTAL:</b>			<b>\$ 72,000.00</b>
<b>TOTAL BUDGET 2009</b>			<b>\$ 567,194.00</b>

**TACTICS**    **Basic PPC Campaign**  
**MICRO PLAN**

Seeks to accomplish measurable results for lead generation within a very modest budget. A radical shift is made away from eyeballs and into converting prospects in the sales funnel. To keep costs down, it focuses on fewer search terms and a core set of appropriate landing page variations. Success is increased based on the offer to the prospect.

<b>Basic Campaign (15-25 Keyword Phrase Combinations)</b>														
<b>PPC</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sept</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Budget</b>	
Google	\$ 250.00	\$ 500.00	\$ 500.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 10,250.00	
Yahoo!	\$ 0.00	\$ 0.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 4,000.00	
<b>Total Monthly Media Spend</b>	<b>\$ 500.00</b>	<b>\$ 500.00</b>	<b>\$ 750.00</b>	<b>\$ 1,000.00</b>	<b>\$ 1,000.00</b>	<b>\$ 1,000.00</b>	<b>\$ 1,500.00</b>	<b>\$ 1,500.00</b>	<b>\$ 1,500.00</b>	<b>\$ 1,750.00</b>	<b>\$ 1,750.00</b>	<b>\$ 1,750.00</b>	<b>\$ 14,500.00</b>	
Performance Optimization	\$ 1,050.00	\$ 1,050.00	\$ 1,050.00	\$ 0.00	\$ 1,050.00	\$ 0.00	\$ 1,050.00	\$ 0.00	\$ 1,050.00	\$ 0.00	\$ 1,050.00	\$ 1,050.00	\$ 8,400.00	
<b>Monthly PPC Total (Cume)</b>	<b>\$ 1,550.00</b>	<b>\$ 3,100.00</b>	<b>\$ 4,900.00</b>	<b>\$ 5,900.00</b>	<b>\$ 7,950.00</b>	<b>\$ 8,950.00</b>	<b>\$ 11,500.00</b>	<b>\$ 13,000.00</b>	<b>\$ 15,550.00</b>	<b>\$ 17,300.00</b>	<b>\$ 20,100.00</b>	<b>\$ 22,900.00</b>	<b>\$ 22,900.00</b>	
<b>Itemized Creative</b>	<b>Budget</b>													
Keyword Research	\$ 1,050.00													
Ad Writing	\$ 1,400.00													
Landing Page Development	\$ 7,000.00													
Campaign Setup	\$ 1,750.00													
<b>Total Creative</b>	<b>\$ 11,200.00</b>													

## IN SUMMARY

Today ParkerHayden presented a comprehensive solution to enhance customer interaction and engagement. Existing relationships and word-of-mouth have been the mainstays of sales since the time of the front yard lemonade stand. Online and interactive media are the new word-of-mouth. However, the Web succeeds best as part of an integrated and strategic proliferation of messaging both online AND offline in a proper mix of online media with traditional media and ongoing community relation efforts.

Team Lawson is a strategic and visionary leader in Park City real estate and development today. Creative vision and flawless execution are paramount to its future success, not only in the brick-n-mortor of real estate developments, but in the implementation of a strong marketing plan that is designed to deliver the right message to the right audience. This relevancy drives engagement and interaction with Team Lawson.

Leaders lead, followers follow. Be the leader.

Thank you for your time and interest. We look forward to assisting Team Lawson in all of its future successes.



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