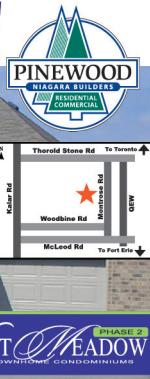


# SOCIAL MEDIA CREATION AND MAINTENANCE

## WEST MEADOW PHASE II **OPEN HOUSE**

4399 Montrose Rd, Niagara Falls, 905.353.5335



# Open House

"Open House" cards posted each Friday, prior to weekend Open Houses



Some or all... each site offers something unique!

Logos reflect the season! Used as profile pic



Newsletters keep social media contacts engaged

## Focus Innovation

ISSUE 1 VOLUME 1 MONTHLY REVIEW OF WHAT'S WHAT IN NIAGARA INNOVATIVE LIVING INC. JULY 2011

**development committee** COULD SCARCE LAND COULD BLUNT RECOVERY FOR US AS A HOMEBUILDER? A resurgent housing market has created an unforeseen land shortage that could take the shine off an otherwise promising year for homebuilders. To keep up with demand, builders who neglected to buy land during the downturn must now pay top dollar for prized city-center locations. Their profit margins are likely to be squeezed this year, even as house prices rise.

**THE QUICKEST SOLUTION** for the big players, according to some analysts and fund managers, will be to snap up small, privately owned builders facing the opposite problem: plenty of land but limited access to bank finance. With anecdotal evidence from homebuilders and mortgage brokers suggesting a pick-up in demand for residential housing, analysts are forecasting an average 18 percent jump in the value of the leading homebuilders this year, according to Thomson Reuters data. David Crowe, chief economist at the National Association of Home Builders, expects new home construction to rise by about 25 percent this year, up from 18 percent last year; new home construction growth at 16 percent this year - a slower rate than last year - due in part to the shortage of developed land.

**construction committee** A 2009 EnerQuality survey of recent home buyers found that almost 9 in 10 (88%) buyers rated energy-efficiency as important to their purchase decision; however, just 49% of buyers reported that they were offered energy-efficient features by their builder. When offered by the builder, the proportion who purchased energy-efficient features has continued to increase (70% in 2009).

**THE NEW HOME CONSTRUCTION** initiative is designed to encourage home builders and renovators to construct energy-efficient homes in Ontario. Incentives are available to home builders and renovators for the installation of energy-efficient measures in the home, as follows: Prescriptive; Performance Based; Custom; Training. Home builders and renovators can choose to implement Prescriptive, Performance-Based or Custom measures, or a combination of all three. Home owners who are managing their own renovation, and can provide proof of purchase for any equipment that is eligible for an incentive can also apply for the three different streams in the initiative.

**what's new on our website?**

The website has a section called Home Buying 101 that offers a plethora of helpful information for future home owners. You can read about the construction, warranty, and purchasing processes, and learn about the steps involved in financing your new home. Also added this month... a Mortgage Customization section, which provides everything from a mortgage glossary and calculator to a home buyers quiz that tests your knowledge of the home buying procedures.

**finance committee** When building a home, a builder mortgage is the way to go. Specifically designed for new build projects, builder mortgages offer a wide array of options suited to the building process. There are 5 types of builder mortgages available...

**Turn Key Mortgage:** A Turn Key Mortgage is designed for homes being built and funded by the builder until possession date.

**Assumption Mortgage:** An Assumption Mortgage is similar to Turn Key Mortgages but it requires an initial deposit and is funded by the builder until possession date.

**RTM (Ready to Move):** If building a ready-to-move home, there are two types of that fall into this category... Mobile Home and Modular Home.

**Contract Build:** A Contract Build Mortgage is set up in stages

**Self Build:** A Self Build Mortgage does not follow a specific contract as typically you will be doing the majority of work yourself or contracting it out.

**sales & marketing committee** **MARKETING IDEAS FOR NEW-HOME SALES.** After years of pared-down marketing efforts, during which time social media exploded on the marketing scene and online shopping is the norm, builders are facing a brave new world of new-home sales strategies...

**Website Design:** Your marketing efforts around the Web, social media, email campaigns, etc., should all direct shoppers back to a well-planned site.

**Branding:** Builders need to look to other industries for good examples of how to stay visible to customers to better establish a brand reputation.

**Video:** Viewers spent 2.5 times more time watching personally relevant short form videos compared with other videos.

**Targeting:** Tap into professional organizations to network with potential buyers.

**Working with Realtors:** Realtors are an excellent source of qualified leads; treat them as a customer, educate them on how you build and the value your homes offer.

"Friends" were asked to participate in the "Choose your style" contest... the most liked style would be the design for the next Model Home to be built.

Pinewood's Fall Fashion Trends

break the rules! mix black and blue classic pieces to update the fall look of black head to toe.

## MIX BLACK & BLUE



Pinewood's Fall Fashion Trends

Whether it's a whole room design or a few collectibles, decor from this decade will make a statement and appeal to our creative spirit and sense of fun. Use the Fabulous Fifties "look" for rec room, family room--anywhere you want a breezy, easy-going "moderne" style

## 50'S FINERY



Pinewood's Fall Fashion Trends

Baroque is back! Plush dark velvets, gold, embroidery, rich dark fabrics and bold and expensive colors and textures - it is sure to make everyone who embraces it feel a little sassier.

## BAROQUE

