

# NINJA 気 SELLING

FOCUS. SKILLS. ACTION. RESULTS.

## Coaching Builders & Developers

(First in in Series)

A Webinar with Larry Kendall

### 1. 3 Keys to a great market:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

“Markets seek balance.” “Success comes to those who get in front of the inevitable.”

### 2. Market Leadership Keys:

- \_\_\_\_\_
- \_\_\_\_\_ %
- \_\_\_\_\_ %
- \_\_\_\_\_ %
- \_\_\_\_\_ ?

### 3. Targeting Developers:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

# NINJA 気 SELLING

FOCUS. SKILLS. ACTION. RESULTS.

## 4. Targeting Builders:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## 5. Capturing Builder/Developer Accounts:

- Position yourself and your firm as \_\_\_\_\_.
- 8 x 8 and Ninja Flow

## 6. Blueprint for Coaching Builder/Developers (Sections 1-5)

## 7. "The Brightest Person in the Room"

## 8. Building a Great Neighborhood (12 Big Ideas that Create Value)

### 1. Honor 3 things:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

# NINJA 気 SELLING

FOCUS. SKILLS. ACTION. RESULTS.

## 2. Sense of Arrival

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Home Buyer Preferences:

1950's – 1960's: \_\_\_\_\_

1970's – 1990's: \_\_\_\_\_

2000's: \_\_\_\_\_

## 3. "Sense of Place"

Pedestrian Lifestyle: live, work, shop, entertainment – "4 block rule"

## 4. Connectivity

- #1 Amenity: \_\_\_\_\_
- Connect electronically

## 5. See it? Control it!

## 6. Showing is better than telling. No "Coming Soon" signs.

# NINJA 気 SELLING

FOCUS. SKILLS. ACTION. RESULTS.

Value bump when amenities are there: \_\_\_\_\_% +

## 7. The Power of Water and Open Space:

Premium for water or open space: \_\_\_\_\_% +

## 8. Sink Collector Streets – create the “green veil”

## 9. The “Window”

## 10. Land Plan

- Street/lot analysis – 3 turns?
- Lot width drives floor plans
- Live/work is better than work/live

## 11. Project to Neighborhood

- Clustered versus scattered construction
- Sodded front yards

# NINJA 気 SELLING

FOCUS. SKILLS. ACTION. RESULTS.

- Site controls

## 12. The “3 Wows!”

- Neighborhood entrance
- Front of house – exterior elevation
- Stepping across the threshold – impression in first 10 seconds

## **Blueprint for Coaching Builders/Developers**

### 1. Before meeting – Prepare!

- Sales history – Homebuilders Research/MetroStudy/MLS
- Google
- Ask Partners/Managers/lenders
- Site visit

### 2. 4-Step Ninja Process

- Connection
- Information
- Solution
- Presentation

### 3. Connection

- 3 Steps: Enroll; Acknowledge; Who you are.
- F.O.R.D. questions
- Greet & meet separately
- Small gift – “Equity Sensitive”

# NINJA 気 SELLING

FOCUS. SKILLS. ACTION. RESULTS.

## 4. Information

- History – how long have they been in business, etc.
- Product - what do they want to build?
- Pleasure – goals and expectations
- Pain – Worries? Market research? Benchmarking competitors?
- Process (decision process & decision strategy)

## 5. Solution

- Would it be helpful if...?  
Market Research?  
Product design and price points?  
Value engineering?  
Benchmarking?  
Presales?  
Focus groups?
- Show how we can help make vision a reality (toward strategy – risk taker)
- Show how we can reduce their risk (from strategy – risk avoider – minimize pain)
- Be “On-Purpose” versus “On-Accident”

## 6. Presentation

- “If it’s alright with you, let’s do this....” We would propose the following process:
  - a. Allow us to review your plans and goals
  - b. We will prepare a proposal showing how we will approach this project to achieve your goals. Our proposal will include how we will:
    - Approach the market research strategy
    - Benchmark competitors and determine market share
    - Develop a price points analysis to help you with design
    - Help you with value engineering of your plans
    - Help you organize a team (lender and title) to help you with phasing and financing approvals
    - Develop a presale and focus group strategy
    - Develop a marketing plan and budget

# NINJA 気 SELLING

FOCUS. SKILLS. ACTION. RESULTS.

c. After your review of the proposal, we will ask you to hire us by signing a listing agreement (explain the benefits of how we work compared to other consultants)

- We could work 1 to 2 years before our first payment
- We will work together in good faith – cancellation clause
- Reimburse us for out of pocket expenses – not our time

## 7. Market Research Phase (“On-Purpose” versus “On-Accident”)

- Homebuilders Research
- MetroStudy
- MLS
- Benchmark competitors – successes, failures, market shares
- Benchmark similar products in other markets
- Identify critical “Price Points” – kitchens, MBR, Master bath, Garages
- Scattergram on price per square foot
- Lot width analysis
- TGI focus groups
- Buyer focus groups
- Hired consultants – Genesis, Reach Associates, MAI appraiser, etc.
- Value engineering
- Build an absorption estimate
- What will we need to do to be successful?
- Risk reduction strategy – presales
- “Build houses for people who want to buy them!”

## 8. Commit to Mastery (Be a student of the game.)

- Building Great Neighborhoods
- 12 Big Ideas That Create Value
- Cortina Buyer Profile

## 9. Create a Marketing Plan & Budget

- Create a buyer profile (Build houses for people who want to buy them.)
- 12-Step Marketing Plan
- Getting It Sold – Marketing Checklist for New Construction
- Product Adoption Cycle (Market Diffusion Theory)

# NINJA 気 SELLING

FOCUS. SKILLS. ACTION. RESULTS.

- Marketing materials that appeal to: a) 4 personality types; b) Visual, Auditory, Kinesthetic; (c) History, Authenticity, Legacy
- Marketing strategy designed to attract and process buyers through each of the 4 stages of buying process: 1) Curiosity Stage; 2) Interest Stage; 3) Desire Stage; 4) Commitment

## 10. Put the right team on the field.

- Selecting the right players
- Compensation plan that will stimulate sales activity
- Proper expectations – builder & sales team
- Proper market research, product, pricing, and marketing plan
- Execute the plan! (It is not just something that was written up to get the listing.)
- Weekly meeting: 1) Who are the buyers? 2) Where are they coming from? 3) What are they buying? 4) If they are not buying from us, where are they buying? 5) “Who can we write this week?”
- Be relentless in market research
- Monitor and ADJUST!



# NINJA 気 SELLING

FOCUS. SKILLS. ACTION. RESULTS.

## Building a Great Neighborhood

### 12 Big Ideas that Create Value

1. **Honor the History/Authenticity/Legacy** – Be relevant, authentic, and congruent with your architecture and themes. What are you creating? If the original land owner came back to see what you have done, would they be proud? Would they say you did the best you possibly could, given what you had to work with at the time?
2. **Sense of Arrival.** Resort Villages – People want to live in a resort so everything from the entry signage to the amenities needs to be at a “resort level”. Also, break large projects into smaller “villages” of no larger than 400 homes. This gives a greater sense of identity.
3. **Create a “Sense of Place”** – what is a “great place”?
  - a. Beautiful architecture, art, flowers, cleanliness
  - b. Largely pedestrian
  - c. Identified as a “must go/see” place for visitors to the area
  - d. The place where people automatically gather to celebrate
  - e. “The “gathering place” is a key buying motivation. It drives everything from the land plan to the floor plan to the amenities.”
4. **Connectivity** – connect people, the amenities and the villages with trails and parks. Also connect them electronically with a neighborhood website.
5. **If you can see it, control it.** Everything! Including landscape maintenance for schools, architecture of schools, and the obvious one of building architecture – all 5 sides. Do not just sell lots and rely on the builders to do a good job with architecture and landscaping.
6. **Showing is better than telling.** Build it first, not last. Have no “Coming Soon” signs. You will have to pay for it anyway and to put it in later you don’t get the bump in value that people will pay for. Number one amenity preference is “walking/running trails”.
7. **Power of Water** – 50% to 100% lot premiums (or more) for lots on water, open space, or with views. Also, water offers less expensive maintenance than sodded areas. Make 25% of water frontage public – trails, parks, view corridors – to give a resort feel to the neighborhood.
8. **Sink Collector Streets** - Sink your collector streets by 3 feet or so with small berms between the street and the raised/detached sidewalk. Slope the berms again from sidewalk to house or fence. This creates a great landscaped feeling as you drive into the

# NINJA 気 SELLING

FOCUS. SKILLS. ACTION. RESULTS.

neighborhood – you see lots of green. From a distance, it also hides the road. Takes better advantage of your landscaped areas as they suddenly are more visible. Consider ground cover and grasses versus sod on right of ways. Adds variety and is less water and maintenance intensive. Create the “Green Veil” on arterial streets – is tougher in Colorado.

9. **The “window”.** Do we have a good “window?”

- a. If yes, how do we maximize the use of this window?  
Fencing, signage, model location, etc.
- b. If no, what is our marketing plan to get people to visit us?
- c. How do we phase our construction to keep the window open as long as possible?

10. **Land Plan**

- a. Street/lot layout analysis. Can a homeowner reach their home by turning 3 times or less including their turn into the neighborhood?
- b. How wide are the lots? What floor plans will fit on these lots?
- c. LIVE/work NOT work/live. Put the offices in a residential area on a collector street – NOT putting housing in a commercial area (unless doing a loft project).
- d. For urban (loft) living, the preference is for a pedestrian lifestyle – can walk to work, shopping, entertainment, etc. “4 block rule.”

11. **From Project to Neighborhood.** How do we get from “project” to “neighborhood” as soon as possible?

- a. Clustered versus scattered construction
- b. Sodded front yards?
- c. Site controls. Construction traffic, material storage, porta-johns, weed control, radio volume, construction hours, periodic street cleaning, a clean construction site (minimizes wind and visual impact).

12. **The “3 Wows!”** – 1. Neighborhood Entrance; 2. Front of house; 3. Inside threshold