

**CASE STUDY:**  
TRUE HOMES BRANDING AND MARKETING



**TARGET AUDIENCE:**

Payment-driven, budget-conscious buyers looking for the best value from the \$100s to the \$350s.

**BRAND CHALLENGE:**

Consumers view homebuilders as generic. Most home shoppers, especially first-time buyers, are fearful of making a mistake, stressed out by the price and process, and distrustful of homebuilders in general.

**KEY INSIGHT:**

It's the customer, not the product, that's the hero.

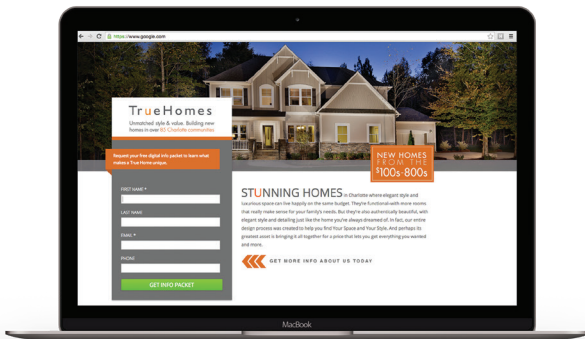
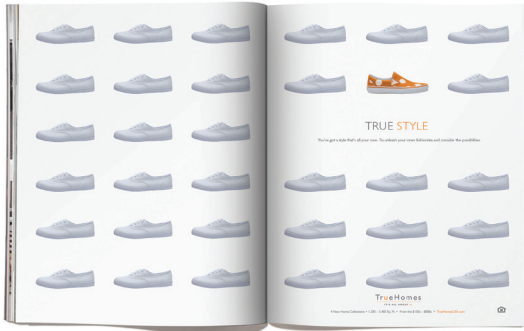
**BRAND STRATEGY:**

Our strategy was to reduce the stress of the home buying process by becoming the most consumer-centric brand in the industry.



2019 National Housing Quality Award Gold Winner,  
Professional Builder Magazine





## RESPONSIBILITIES

### Company Vision & Branding

#### NAMING:

True Homes

#### BRAND PROMISE:

It's All About You

#### BRANDING:

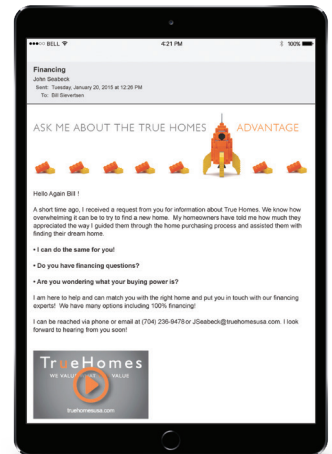
- Builder Collateral
- Sales Office
- Marketing

#### ONLINE MARKETING:

- Website Creation and Maintenance
- SEM, SEO, Display, Email, Mobile, Video
- Real Estate Information Portals
- Performance Reporting
- Content Development

#### OFFLINE MARKETING:

- TV/Video
- Radio
- Print
- Realtor Direct Mail
- Outdoor





## TRUE HOMES

**DAN HORNER, OWNER/PARTNER**

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## 2018 GOAL

**1,600 TOTAL HOMES SALES**

## CHALLENGE

Drive enough qualified leads for the online sales team to convert 480 sales, 30% of total sales

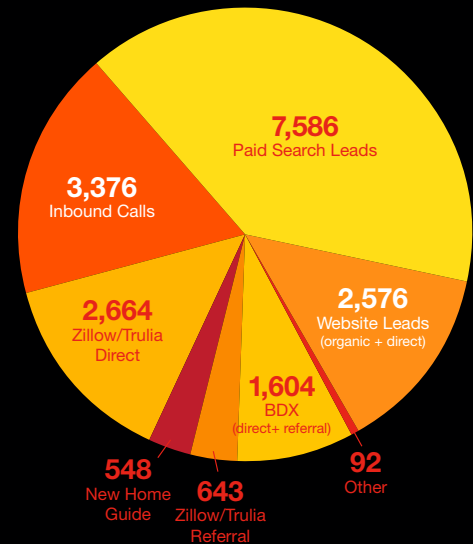
## 2018 RESULT

**19,089 LEADS** resulted in 572 online sales, 36% of total sales

## 2018 WEBSITE USAGE YEAR-OVER-YEAR

- Total Visitors **UP 36%**
- Unique Visitors **UP 37%**

## 2018 WEB LEADS BY TACTIC



## AWARDS

3 Gold Nationals + 5 MAME





## ABOUT MILESBRAND

Since 1998, Milesbrand has focused exclusively on branding and marketing for the new home industry, where we have helped to sell more than 100,000 homes and generate over \$30 billion in revenue. We are a full-service agency working in all areas of residential real estate. Our brand development expertise extends to industry partners, homebuilders, master plan community developers, and mixed-use developers across the country. Throughout our history, Milesbrand has had the honor of working with many of the leading real estate brands in the world, including Disney, Hines, Orco (the largest developer in Europe), Lendlease, Newland Communities, General Growth Partners, Pulte Homes, True Homes, Shea Homes, David Weekly Homes, John Wieland Homes, The Seaside Institute, and Urban Land Institute of Colorado.

## FOUR-STEP PROPRIETARY BRANDING PROCESS

1. BRAND CHARRETTE      2. BRAND POSITIONING      3. BRAND STORM      4. BRAND PLAN

### INBOUND MARKETING

Website Design & Development  
SEO  
Paid Search  
Content Development  
Desktop, Mobile, Video Advertising  
Social Media  
Real Estate Portal Advertising  
Programmatic Targeting  
Cross-device Ad Placement  
Google Analytics Certified

### OUTBOUND MARKETING

Naming  
Logo Design  
Collateral Design  
Email Marketing  
Direct Mail  
Outdoor/Signage  
Print  
Radio  
Video  
Environmental Design  
Realtor Relations Programs