



NEW URBANISM SALES AND MARKETING

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Selling and Marketing

- Selling is not marketing, selling is part of marketing
- Marketing starts long before there is product, selling starts after there is product
- The aim of marketing is to make selling superfluous



Urban Infill and Greenfield New Urbanism

Location will have significant influence on composition of the New Urbanism concept in terms of land use, product mix, densities, lot sizes and design guidelines



Market Advice

- Placement and location of various land uses
- Product type
- Lot sizes, shape and frontages
- Lot orientation
- Product mix – the quality of variety
- Street layout – the quality of permeability



Market Advice (continued)

- Visitor car parking
- The quality of legibility
- The workability of the mix
- Subdivision features and desirability – the quality of visual appropriateness and richness




Design Guidelines

Designed to provide visual harmony among buildings through the use of appropriate architectural proportions, elements and details that foster the creation of a thoroughly designed and appealing community environment



Community Education

- Sustainable and environmentally responsible development
- Robust urban places
- Housing variety to suit a broad market
- Travel choices – less dependency on the motor vehicle
- Responsive places – live – work – recreate



Conventional Subdivisions and New Urbanism

- Conventional subdivisions are at best master planned communities offering little if any variety of housing types
- New Urbanism offers a diversity of housing types and may include mixed use
- New Urbanism is fundamentally different from conventional subdivisions therefore its selling must be different



Upfront Development

Crucial to be able to demonstrate good architecture, quality construction, rich textures, street furniture and lighting, attractive streetscapes and places that invite people into the public realm



Stakeholder Education

- Stakeholders must realise that the sales process is no longer selling a quantity of mass produced blocks and packaged housing in a residential estate
- The sales process is more sophisticated and is about selling a way of life
- The selling process is slower and requires more time however premium prices can be achieved



The Right Selling Platform a Case Study

- You cannot sell New Urbanism in the same way as you sell a conventional subdivision
- You need the right selling platform
- You need to focus on selling concept not product

The End



New Urbanism Sales Agents



New Urbanism Marketing Consultants