

RESH Marketing, founded in 1979, is heavily involved in the sale of new homes, consulting with builder/developers from California to New York.

Hal Von Nessen has served as president of the Columbia American Advertising Federation (AAF) branch which presented him their highest award in 1990, The Silver Medal for contributions to the industry.

Von Nessen has been a member of the adjunct faculty of the University of South Carolina and Webster University of St. Louis, MO. He teaches Business Administration, Marketing Theory and Practice, and Strategic Planning in Business. He has taught Creative Strategy, and Advertising in the School of Journalism at the University of South Carolina.

Von Nessen is also a principal in New Home Sales Specialists, a real estate firm specializing in sales, sales training and marketing of new homes for builders and developers.

He is involved in seminars and consulting for businesses. He has appeared at The National Association of Home Builders National Convention and presented national IRM programs at the national convention. He has taught in the GRI program and is a member of the faculty of the National Association of Home Builder's Institute of Residential Marketing.

He earned a B.S. in Management and the MBA degree from the University of South Carolina. He is a member of the Institute of Residential Marketing.



**HAL VON NESSEN,
MIRM
President
RESH Marketing**

Finding an ad agency is the easy part. Finding one that speaks the language of the building business is a bit more difficult. Finding the one that understands the relationship of advertising to closings may be the hardest task yet.

Production builder or family owned developer, when you need added insight and experience in the marketing of new homes and communities, we can help. And our help is affordable as well as productive. Call us. There is no charge for our initial consultation.



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*“It’s All
Good. It’s
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Media Selection

Ask any advertiser to identify the best media alternative available and chances are good that you will get an answer forcefully delivered and based upon some level of results achieved. Survey prospects at most real estate projects and they almost always identify signage as the causative factor for their being in a sales center. The fact is that all media has a place, and no one media source should be relied upon to do all the work. Identify media alternatives and take advantage of their strengths. Synergy results from a properly placed media plan, and results are generally attributed to the last vehicle encountered. Let's look at media from the point of view of our consumer.

If we rank prospects according to their need or desire for a new home, then we can infer that they engage in activities that will move them closer and closer to your sales center. Our first need is for an intrusive media that will talk to them and deliver a sales message even though they may not be seeking information. What are the intrusive media? Broadcast, and to a lesser extent print.

Viewers of television and listeners to radio have selected their media to be entertained. They have put themselves on autopilot and are attentive to the programming being transmitted to them. When we deliver a message here, our listeners have very little control over its reception. Because they are not seeking information, our message needs to appeal to their emotions, selling the sizzle not the steak. Take advantage of the color and motion of television. Let the listener define the moment on radio. Both have the additional ability to remind customers of an event taking place now, and to stimulate activity with reminders.



Print media have the ability to appeal to this less interested prospect as well, but in order to accomplish that we have to select print vehicles or positions that may not traditionally appeal to a highly motivated home buyer. Consider the sports page of the newspaper or your local city magazine as a way to get your future prospects interested in you.

Once the consumer begins a search for information about housing alternatives, then the traditional media come into play. Select classified newspaper as the place where most consumers go to get specific

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information about real estate alternatives. Real estate periodicals also serve this same purpose, but provide additional impact through the use of detailed color photography. When people decide on a major purchase for themselves, they seek information. Print media allows us to deliver it in a semi-permanent, personalized form with as much detail as we can fit into the space provided. The customer then has his own individual reference sheet which we have provided for his research.

Finally, as the customer rides through our marketplace he seeks a method to facilitate a site visit. This is the role of signage - to give directions. Use bandits or billboards for the same purpose, to show

the way. To a lesser extent signage can increase awareness of your project. How many baby boomers became aware of Chief Justice Earl Warren driving around the country and reading opposing political signage on the roadside? And finally signage can herald the arrival of a prospect with specific offers.

Non traditional media also have a role to play. Simply analyze them for their audience and think through the mind set of the consumers reached. Then categorize your source as intrusive or non-intrusive and proceed accordingly.

Once we have identified the uses of media alternatives and placed a creative well structured message, assuming that you have correctly identified the problem which needs solving, we too, will achieve a level of success. The key is to use the media for its best purpose.

Think of your advertising plan as the tool belt on your framer. Each tool in the belt has a specific purpose, and when used correctly, helps in the creation of a complicated and sophisticated structure. There are even times when a creative unintended use of a tool is warranted. The same is true of your advertising tools. When placed into operation in the manner in which they are best suited, good results are achieved. When they are misapplied, bad things happen. Match the goal of your advertising to the capabilities of the media and remember, it's all good. It's just that some is better than others.

