



**2016**

# **The Villas at Hunters Ridge**

**Market Inventory &  
Go-To-Market Final Report**

October 6, 2016



## Purpose & Methods

### **Statement of Purpose:**

Develop an updated go-to-market strategy for The Villas at Hunter's Ridge to achieve improved occupancy.

### **Analytical Method:**

Conduct an inventory and comparison of Hunter's Ridge vs. competition on all relevant variables, and apply best practice marketing strategy. Survey the entire market while doing in-depth analysis of five key competitors who are representative of the market:

- **Carlton Arms of Magnolia Valley**
- **Richey Woods**
- **The Landings of St. Andrew**
- **The Retreat at Trinity**
- **Trinity Exchange**



## **Analysis Summary**

The business environment for senior apartments in New Port Richey is very competitive. The unsatisfactory occupancy rate of The Villas at Hunter's Ridge appears to be the result of several marketing weaknesses that can be addressed. A new positioning to help revitalize the brand is needed. Strategies for addressing specific issues are provided in the Go-To-Market plan outline. Fortunately, the property boasts a number of marketable strengths.

## **Occupancy Rate of the Five Key Competitors:**

- **Carlton Arms of Magnolia Valley** - 100% with waiting list.
- **Richey Woods** - 100% requiring a 3 month advance application.
- **The Landings of St. Andrew** - 100% with up to a year and a half waiting list.
- **The Retreat at Trinity** - 80% with units available immediately.
- **Trinity Exchange** - 100% with waiting list.



## Key Findings of Comparative Inventory

- The Villas at Hunter's Ridge physical product is competitive in the mid-market for active senior living, i.e., well above subsidized housing but below the luxury segment.
- Hunter's Ridge residences have the significant advantage of being exclusively on ground level.
- Convenient location near commercial services is an important advantage.
- Hunter's Ridge's reputation, as deduced from online reviews by residents, is decidedly positive.
- Hunter's Ridge's pricing on a square foot basis is competitive, though slightly higher than some competitors.
- The pet-free designation limits market potential substantially, because about half of seniors own pets.
- Hunter's Ridge's online presence in search, social media, directories, maps, and advertising is extremely weak and must be addressed aggressively on all fronts.



## Key Findings of Comparative Inventory

- The Hunter's Ridge website could be improved dramatically vis a vis competition; a more professional, updated site would enhance the brand's value proposition and persuade more prospects to put the brand into their consideration set.
- Responsiveness to customer inquiries needs to be improved and is an opportunity for differentiation.
- The community activities calendar needs to be taken to a new level to improve perceptions of residents and prospects.
- Collateral materials are outdated and should be integrated into the communications program.
- The Sales function at Hunter's Ridge is carried out by well-suited individuals who lack the sales training needed to become competitive in closing the sale.
- Availability of model apartments for showing would enhance the sales process.
- Hunter's Ridge should develop a new brand identity, brand personality, and campaign look and feel before going to market with a revitalized program.



## Pet Policy

A study by Gallup indicates that 43% of those age 65 and older have pets. The overall average is even higher in the South (61%). So, it appears that excluding pets cuts the potential market for Hunter's Ridge by as much as one half. We judge that a policy allowing small pets would be an important boost to the marketing effort. We recognize that making such a change would create other issues, but we recommend overcoming the obstacles to increase the potential audience of residents.

## Pet Ownership by Groups

	Total pet owner	Own dog	Own cat
	%	%	%
18- to 49-year-olds	68	50	35
50- to 64-year-olds	57	43	29
65 years and older	43	33	17

[www.gallup.com/poll/25969/americans-their-pets.aspx](http://www.gallup.com/poll/25969/americans-their-pets.aspx)



## Target Audiences/Personas

### Primary:

Seniors 55+. Downsizing or relocating to be near family in the Tampa Bay area. Still active and independent, but may prefer ground floor living due to arthritis or other age-related illness. Fixed income. Want to remain socially active and become part of an active community with events. Prefer not to have to maintain property. Some have pets that are very important as comforting friends; others prefer not to be bothered by pets; and some don't care one way or the other. Physical security is very important. Convenience to shopping, healthcare, and other services is important.

### Secondary:

Children of 55+ Seniors Who Are Age 35+. These adults are looking for a good place for their active parents to live, recognizing that their lifestyle needs to involve less responsibility for the cost and maintenance of a large house. They are concerned about safety, cleanliness, aesthetics, social activity, and kind and concerned administration of the property, including maintenance.



# Recommended Positioning for Revitalization





## **Positioning & Revitalization**

The Villas at Hunter's Ridge is a great place for active seniors to live, offering attractive, affordable, convenient, ground level apartments in a secure, friendly, pet-friendly senior community.

### **How We Will Prove the Positioning Elements**

#### **It's a great place to live.**

- Professional design throughout website, business cards, brochures, stationery, rental application.
- Beautiful photography showing lovely homes and happy residents.
- Consistent graphic identity.
- Dynamic, active presence in social media, specifically Facebook.
- Positive online reviews/reputation.

#### **It's for active seniors.**

- Show active seniors on website, in collateral, etc.

#### **It's attractive.**

- Quality photography and video appearing on website and Facebook page.



## **Positioning & Revitalization**

### **It's affordable.**

- Show pricing on website and highlight sewer, water, and cable are included.

### **It's convenient.**

- Show map of nearby stores, healthcare, and services.

### **It's all on ground Level.**

- Show it and say it.

### **It's secure.**

- Show gating and any other security, and state it positively.

### **It's friendly.**

- Show friendly residents, and make friendliness, helpfulness, and pressure-free selling guide all prospect contacts.

### **It's pet-friendly.**

- Show happy, lovable pets in a limited way. State small-pet policy clearly.



# Strategies for Go to Market Revitalization Plan



## Strategies for the Go to Market Revitalization Plan

1. Develop a new, contemporary brand identity (logo, look & feel).
2. Build an up-to-date website that communicates the revitalized positioning.  
Make sure every aspect is functional, user friendly, up-to-date, and interesting.
3. Create basic collateral materials that are integrated with the new identity:
  - Personal Business Cards & Stationery
  - Property Brochure
  - Rental Application
  - Email Signatures & Templates for Sales Follow-up
  - Newsletter Templates
4. Develop a search engine optimization “Ground Game” that includes Google My Business, listings in the many apartment directories, map listings, fresh reviews by residents, and improved content for Search Engine Results Pages.



## Strategies for the Go to Market Revitalization Plan

5. Create and maintain a dynamic Facebook page that has a full profile of fresh photography and video.
  - Post frequently.
  - Keep a sense of humor.
  - Make it personal.
  - Staff should be visible.
  - Include a continuously updated calendar of activities.
  - Highlight news of residents with their permission.
  - Merchandise this active Facebook page in collateral communications.
  - Imitate the content of the more successful competitors' Facebook page.
6. Train the property's Sales representatives to hone their selling and closing skills.
7. Set up protocols for responding quickly and helpfully to all inbound contacts.

Use an auto-responder. Monitor responses to the website contact form several times per day. Call prospects on the phone immediately.
8. Improve the availability of model apartments for prospect viewing.



## Supporting Data



## Summary of Comparison vs. Five Representative Competitors

	Office Hours	Pricing: 1BR (a)	Pricing: 1BR (b)	Pricing: 2BR (a)	Pricing: 2BR (b)
<b>The Villas at Hunter's Ridge</b>	Mon.-Fri. 9:00-4:00 Sat. 9:00-3:00 Sun. 11:00-3:00	\$950 – Monthly Rent 858 sq. ft. \$1.11 price per sq. ft.	N/A	\$1275 – Monthly Rent 1158 sq. ft. \$1.1 price per sq. ft.	\$1,750 – Monthly Rent 1,400 sq. ft. \$1.25 price per sq. ft.
<b>Carlton Arms of Magnolia Valley</b>	Mon.-Fri. 9:00-6:00 Sat. 9:00-5:00 Sun. 12:00-5:00	\$655 – Monthly Rent 512 sq. ft. \$1.28 price per sq. ft.	\$823 – Monthly Rent 790 sq. ft. \$1.04 price per sq. ft.	\$906 – Monthly Rent 944 sq. ft. \$0.96 price per sq. ft.	\$1007 – Monthly Rent 1,280 sq. ft. \$0.79 price per sq. ft.
<b>Richey Woods</b>	Mon.-Fri. 10:00-4:00	\$623 – Monthly Rent 668 sq. ft. \$0.93 price per sq. ft.	N/A	\$731 – Monthly Rent 925 sq. ft. \$0.79 price per sq. ft.	\$855 – Monthly Rent 889 sq. ft. \$0.96 price per sq. ft.
<b>The Landings of St. Andrew</b>	Mon.-Fri. 8:00-4:30	\$585 – Monthly Rent 600 sq. ft. \$0.97 price per sq. ft.	N/A	\$660 – Monthly Rent 900 sq. ft. \$0.73 price per sq. ft.	N/A
<b>The Retreat at Trinity</b>	Mon.-Fri. 9:00-6 Sat. 10:00-5:00 Sun. 11:00-5:00	N/A	N/A	\$1,445 – Monthly Rent 1206 sq. ft. \$1.20 price per sq. ft.	\$1785 – Monthly Rent 1206 sq. ft. \$1.48 price per sq. ft.
<b>Trinity Exchange</b>	Mon.-Fri. 9:00-6 Sat. 10:00-5:00 Sun. 1:00-5:00	\$950 – Monthly Rent 850 sq. ft. \$1.12 price per sq. ft.	N/A	\$1250 – Monthly Rent 1011 sq. ft. \$1.24 price per sq. ft.	\$1395 – Monthly Rent 1131 sq. ft. \$1.23 price per sq. ft.



## Summary of Comparison vs. Five Representative Competitors

	Pets	All Ground Floor	Gated	Parking	Inclusions
The Villas at Hunter's Ridge	No	Yes	Yes	Yes	Water, Sewer, Cable
Carlton Arms of Magnolia Valley	Yes	No	Yes	Yes	Water, Sewer, Cable
Richey Woods	Yes	No	No	Yes	N/A
The Landings of St. Andrew	Yes	No	Yes	Yes	Water
The Retreat at Trinity	Yes	No	Yes	Yes	N/A
Trinity Exchange	Yes	No	Yes	Yes	N/A

	Wheelchair Access	Google Reviews	Facebook Page Grade	Google Maps Rank "senior apartments in new port richie fl"
The Villas at Hunter's Ridge	Yes	4.1 stars	F	Not listed
Carlton Arms of Magnolia Valley	No	4.6 stars	B	10
Richey Woods	Yes	3.3 stars	C	1
The Landings of St. Andrew	Yes	3.3 stars	F	9
The Retreat at Trinity	Yes	4.6 stars	B	Not Listed
Trinity Exchange	No	3.9 stars	A-	Not Listed





## Sample of Online Reviews for Hunter's Ridge Apartments

### ApartmentRatings.com (2 reviews)



*These apts are very large and well kept.I havent seen any nicer in town and my friends all love my apt.the stores,resteraunts banks are right across the street plus bus stops at little and rancho del rio the managemant and maintenance is the best. These apts are the best kept secret in New Port Richey.*



*I have to say that although I have lived at some amazing apartments, Hunters Ridge is by far the best! I am just walking distance away from several grocery stores,restaurants, and the movie theatre thats right down the street makes it easy for my spouse and I to do our weekly "date night". The Staff always treat me and my family great and they make sure all of our needs are met and we never have to wait for our Maintenance issues to get taken care of. Our Lease will be up soon but there is no way that we are going anywhere any time soon.*

**Comment from nana41:** *No pets allowed at this complex you left that out & its important to those that have pets.*



## Google Reviews (9 Reviews)



### **Frances Patterson (5 Stars)**

*It is quiet, beautiful the people are nice.*



### **Snow Flake (5 Stars)**

*I have just renewed my lease for the 4th year here. I love everything about Hunters Ridge. The villas are very large, quiet, well kept, and the neighbors are all really nice. I have my own parking space right outside. The grounds are beautiful. The clubhouse is beautiful. The office and the maintenance men care about you and take care of anything right away. I have made friends here. There is no better place to live. I will be here for a long time to come. If you are looking for a real home, this is the place for you. Five stars isn't enough.*



### **Krista Morton (5 Stars)**

*We give you five stars. We're very happy here. Great service and care. We really appreciate the attention to detail and care of the property grounds. Our last place was not half as nice as this one and we are glad we chose the Villas at Hunters Ridge!*



### **Joe Hudson (5 Stars)**

*Thank you that you are always there with your help and consideration in all things. I really enjoy living in Hunters ridge and the company that manages it is doing a great job. Keep up the great work. The only thing I would like to see more of are more planned activities.*



## Google Reviews



### **Susanna Elliott (5 Stars)**

*We give you five stars because we are very happy to live here. You provide great service and care for your tenants. Thanks you.*



### **Tammy Hamilton (4 Stars)**

*I have the new upgraded apartment. I feel very safe in this pretty, friendly community with the bus and taxi service. The thing missing is more planned activities*



### **Julie Ansari (4 Stars)**

*Thank you v± Hunters Ridge for a nice place to live!! Very Quiet!! Very Clean!! Very Nice!! - No Kids! - No Animals! - No Poop!*



### **Vickey Post (4 Stars)**

*Awesome place to live quiet lovely neighborhood.*



### **Chuck No Last Name (1 Star)**

*Run down old apartments. Landscaping is adequate but community center is lacking. What you see is what you get. A bunch of tables and chairs. Used to have a pool table when opened but never kept it up and, after decades of neglect finally removed it. How sad! The owners do not take pride in this property-beware.*



**“Secret Shopper - A”  
Inquiry & Impressions**



## **“Secret Shopper - A”**

### **Summary of Initial Contact Follow-Up**

#### **First Contact Initiated:**

- 9-7-16 at 5:06pm via Online Contact Form
- Message submitted successfully – **no auto responder, no call, no email**
- **Message Content:** My mother is wanting to move to New Port Richey from Chiefland, Florida. Can you send me a Comparison Checklist via email. The one on the website was too small to view?

#### **Second Contact Initiated:**

- 9-8-16 at 4:10pm via Online Contact Form
- Message submitted successfully – **no auto responder, no call, no email**
- **Message Content:** I would like to schedule an appointment to visit your community. Please give me a call in order to coordinate the scheduling of the visit. Thank you.

#### **Sales Follow Up to Visitation:**

Follow up phone call from Ben on Tuesday, September 13, 2016 at 9:53am (4 days after visit). No further contact or follow up as of October 4.

#### **Conversation Summary:**

He informed me that he will have a one bedroom available on the first of November. It will be a unit that has been completely remodeled with wood floors.



## **Inquiry Scenario**

**Arrival Time:** 11:25am, Friday, September 9, 2016

**Departure Time:** 11:45am

**Visited property without appointment or communication beforehand.**

### **Circumstance Communicated to Leasing Agent**

- Daughter of an aging parent.
- Conducting research into apartment homes in New Port Richey for my mother.
- Move in date would be in approximately one month.
- Mother is in need of a one bedroom apartment.
- The visit to The Villas at Hunters Ridge was the first and that I would be visiting at least two other properties in the area.

### **Parental Stats**

- Single, female
- Age 82
- Some health problems such as occasional dizziness from vertigo and some ambulatory challenges.
- Moving to the area from Chiefland, Florida.
- I live 25 -30 minutes away in the Spring Hill area.



## Summary of Visitation Impression

### Property Visit:

- Property was easy to find with signage able to be seen from Rancho Del Rio Dr.
- Unable to set a time with work schedule. Toured without appointment.
- Touring hours are limited to during the week (9-3 Monday through Friday).

### Lead Response Time:

- No responsiveness to the initial Online Contact Form via website.
- Thank you follow up - September 13, 2016 (4 days after visit).

### Property Aesthetics:

- Very clean, well maintained and inviting.
- Reception “living room” area in leasing office was welcoming and comfortable, but “glass office” was off-putting.
- The apartment shown was upgraded although under construction at the time.
- Gated entrance with quiet surroundings.
- Close to shopping and other conveniences.



### **Assess Staff:**

- Greeted promptly upon arrival although the representative was behind glass.
- Presented with a Guest Registration Card for my contact information.
- Leasing Agent was prompt, a pleasure to speak with, and very informative.

### **Marketing Collateral:**

- No business card was presented with Leasing Agent's name and information.
- Property brochure has edited content taped to it and white out is applied to the back panel reflecting a change in business hours.
- Photocopy Community Newsletter with calendar for resident's activities.

### **Benefits of Residency:**

- Rent includes water, sewer, and trash disposal.
- No application fee.
- Current offer of \$500.00 off move-in.
- Free transportation on Tuesdays and Thursdays.
- Monthly breakfast in order to help the residents socialize with one another.
- Activities calendar, and sizeable dining hall with attached private library.

### **Selling features observed by Secret Shopper, but not brought to my attention:**

- The gym can be used for physical therapy sessions.
- Safety bars, seats and step down entry into the showers.





**“Secret Shopper - B”**  
**Key Competition**  
**Comparison Report**



## **Hunter's Ridge and Key Competition Mystery Shopping Comparison Report**

### **Trinity Retreat**

Trinity Retreat presents a near perfect shopping experience; it should be used by Hunter's Ridge as a benchmark of excellence.

The curved driveway into the gated community reveals a clean and beautifully manicured campus on which the newly constructed complex sprawls. Tasteful, professionally designed signs along the roadside highlight amenities that deftly position this 55+ community as a luxury residence. The rental office is part of the first of two clubhouses and looks like the lobby of a large, new luxury hotel.

Greeted by the head of leasing at the front desk just inside the door, I was quickly connected with a sales agent who was sharply dressed and obviously well-trained in selling this particular property, about which she was appropriately enthusiastic. Tracy invited me to sit at a table which was part of a large, smartly-decorated, well-lit living room with high ceilings and several spacious sitting areas. The pool, putting green and second clubhouse were visible outside the windows and doors toward the rear. In the lobby, a video display showed professional photos of actual residents enjoying the property.



### **Trinity Retreat (continued)**

Tracy asked about what I was looking for and learned about my reasons for moving. She collected my contact information and “must haves” on an iPad and presented an elegant folder of information prepared for me. She used this package to cover several topics. The first topic was a location overview. Tracy described the location of the complex as central to Trinity and close to a Publix store. She showed a map of the complex, pointed out all of the common areas, the doorways with limited access, the driveway and the building where we were currently located, the garages and areas for parking, and more. She noted that water, sewer, pest, and cable are included, as well as Friday’s weekly happy hour and Sunday’s brunch.

The developer and parent company, Greystar, was mentioned with pride and described as the largest operator of apartments in the world. Tracy mentioned that occupancy at the relatively new Trinity Retreat is 80% and rising.

Tracy described an impressive list of community activities, gave an overview of amenities, answered my questions about floor plans and pricing, and offered a tour of models and the entire facility. She emphasized several elements that were especially attractive in my current situation, and she occasionally asked for further information. Every element of the tour exposed indicators of luxury and quality. The facility was well planned down to small details, and Tracy was constantly highlighting advantages. The models were beautifully appointed and felt more spacious than other models visited, even though these had furniture. Lights were already on



inside the models as we entered. The amenities in the second clubhouse were overwhelming, with a luxurious fitness center, a plush movie theater, an Irish pub, a bright and airy art center, a comfortable library, and an opulent game room.

Pursuant to my morning visit, Tracy followed up with a friendly voice mail in the afternoon.

### **The Villas at Hunter's Ridge**

The shopping experience at Hunter's Ridge is much less impressive than that at Trinity Retreat, and the comparison of the two highlights the degree of value that can be created by making the initial visitor experience as elevated as possible. Trinity Retreat created a value perception that far outweighed the relatively small difference in price per square foot.

Physically, the rental office and clubhouse at Hunter's Ridge is mediocre. The decoration makes one feel that the facility is rather old and in need of attention. Lighting is not helpful. The glass barrier seems unfriendly. The office where the interview takes place is not inviting, and the furniture seems old. The cork bulletin board in the clubhouse does not create an impression of a community. The library seems uninviting and uninteresting. The game room is spacious but unremarkable. In other words, the first impression created by the facility could be improved.



### **The Villas at Hunter's Ridge (continued)**

Ben, the sales agent, was very friendly and personable. He asked about what I was looking for and learned about my situation. He had me fill out contact information on a clipboard (an iPad would be more impressive). He provided some printed materials that really hurt the value impression. On the positive side, he did not come across as a pushy salesperson, and he did highlight several positive features of the property. He answered all my questions in a positive way. Still, I think he could benefit from sales training to help him plan highlighting of features and benefits in his presentation.

I visited two recently remodeled, two bedroom apartments. They were clean, bright, and fairly spacious. The remodeled features (granite counters, etc.) are definitely positives. But being unfurnished, the apartments were not nearly as inviting as those at Trinity Retreat. Though empty, I was more conscious of space limitations than when observing furnished units elsewhere.



### **Carlton Arms at Magnolia Valley**

Carlton Arms is an older, larger community. The rental office is old and was impressive in its day. But the property still seems well taken care of. The sales presentation is perfunctory, providing lists of apartments with names like C-2 and A-5, lists of amenities, rules and fees for renting, and steps of the application process. The agent doesn't try to get to know you that well, but does take your contact information on a card and asks what you're most interested in. I visited two furnished models there and found them to be clean and acceptable, but quite average. The kitchen was average at best.

### **Richey Woods**

It was difficult to find the leasing office at Richey Woods, as it's tucked away in the rear. I was not able to see any apartments, because they are 100% occupied and have no models. The office was unimpressive and well worn. I sat in the fairly cluttered office of Eric, an agent who seemed also to be an administrator. He pointed out that they only have a few apartments at market rates (vs. income basis), and it is best to apply at least three months in advance. Eric didn't sell amenities; instead he tried to solve my problem with his product. He did give me a floor plan of Sawgrass, one of the market rate apartments, which he said is also the apartment in the photography on the Richey Woods website. Its cost is \$888 for 1,000 square feet.



### **The Landings of St. Andrew**

The Landings of St. Andrew offers both market rate and income based units. The leasing office is on the second floor and somewhat difficult to find. Access to the building is very controlled, and visitors must be buzzed through the front door after calling on an intercom. The overall feel is quite institutional, a lot like a hospital. The interior is well worn, and the decorating is out of date. There are well-worn Foamcore floorplans of the facility's common areas displayed on easels in the lobby.

The sales agent, Miji, is a very friendly ambassador who also seems to function like a social worker for the residents. She really dug deep to find out my situation and offer information that would help me and my wife make a good decision about whether the property is right for us. She recommended applying six months out, because they are fully occupied with a long waiting list. As a result, I was not able to see a model or a unit. I was given basic printed information, and Miji was assertive in pointing out features and benefits she thought I would be interested in. She left a strong impression of caring and helpfulness.

### **Trinity Exchange**

Trinity Exchange is the partner community with Trinity Retreat. It mirrors Trinity Retreat in the quality of the facility and the interior design. The salesperson was helpful, but less professional, planned, and thorough than at Trinity Retreat. The clubhouse had fewer amenities, but each was very high quality, with a strong luxury impression. I saw two furnished models, and they were extremely similar to Trinity Retreat in terms of layout and decoration—very high end look and feel.



# Competitive Contact Efforts & Responses





## Competitive Contact Efforts & Responses:

### Richey Woods (100% Occupancy)

6429 Sentry Way, New Port Richey, FL 34653

844-395-0539

[www.richeywoodsliving.com](http://www.richeywoodsliving.com)

- **Competitive Contact:**

**Online Contact Form:** 9-15-16 at 3:38pm

Phone number listed throughout website “unassigned” when dialed.

**No method of contact readily available via phone.**

Link on website directs visitor to contact: [ConcordRents.com](http://www.concordrents.com)

<http://www.concordrents.com/Apartments/module/properties>

### **Competitive Response:**

**Lead Response Time:** 9-18-16, contacted via email with personalized letter including links to website with photos of interiors and floorplans.

**Follow Up:** 9-29-16, personalized email follow up to “touch base”.

- **Marketing Collateral from initial Competitive Contact:**

**Email:** Links to website in personalized email.

Nothing sent directly to home via USPS, or email.



## Competitive Contact Efforts & Responses:

### **The Landings of St. Andrew (100% Occupancy)**

5852 Sea Forest Dr, New Port Richey, FL 34652

(727) 843-8900

[www.tampabay360.com](http://www.tampabay360.com)

- **Competitive Contact:**

Informative phone call with representative 9-15-16 at 3:46pm

**Competitive Response:**

**Lead Response Time:** 9-15-16, contacted via email with personalized letter.

**Follow Up:** No further follow up received.

- **Marketing Collateral from initial Competitive Contact:**

**Email:** Links to website in personalized email.

**Attachments:** Online Flyer, Rental Application.



## Competitive Contact Efforts & Responses:

### The Retreat at Trinity (80% Occupancy)

11405 Billfish Circle

Trinity, FL 34655

(727) 807-3392

[www.theretreatattrinityapts.com](http://www.theretreatattrinityapts.com)

- **Competitive Contact:**

Informative phone call with representative 9-15-16 at 4:19pm

**Competitive Response:**

**Phone Call:** 9-16-16, message on my voice mail

**Lead Response Time:** 9-28-16, contacted via email with personalized letter

**Follow Up:** No further follow up received

- **Marketing Collateral from initial Competitive Contact:**

**Email:** Links to website in personalized email.

**Attachments:** eNewsletter, Invitation to their Facebook page.



# Competitive Inventory of Amenities



## The Villas at Hunter's Ridge

### **Apartment Amenities**

- Air Conditioning
- Breakfast Bar
- Cable/Satellite Ready
- Ceiling Fans
- Dishwasher
- Fully-Equipped Kitchen
- Garbage Disposal
- Individual Climate Control
- Internet Ready
- Lighted Closets
- Master Bedroom on Main Floor
- Microwave
- Step-In Shower
- Sunroom
- Washer/Dryer Connections
- Sorry, we are a pet free community

### **Community Amenities**

- Close To Medical
- Clubhouse
- Fitness Center
- Game Room
- Gated Community
- Lawn Maintenance
- Maintenance-Free
- Shuffleboard
- Social Areas
- Swimming Pool
- Transportation Services



## Carlton Arms of Magnolia Valley

### Apartment Amenities

- 2 Large Swimming Pools ~ 1 Heated
- 2 Private Party Clubhouses
- 26 Spacious Floor plans
- Children's Playground
- Picnic Area
- Covered Parking\*
- Fitness Center
- Free Monthly Pest Control
- Free Poolside WiFi
- Free Valet Trash Removal
- Free Water and Sewer
- Guest Suites for Visitors\*
- Lighted Tennis & Basketball Courts
- Mail Delivery to Your Building
- Mini Storage Units\*
- Offer Standard Cable Packages
- Panoramic Lakefront Views
- Private Fenced Garden Patios
- Rapid Response Maintenance
- RV & Boat Parking\*
- Sand Volleyball Court
- Scenic Island and Nature Walk
- Small Pets Welcome\*
- Standard Cable Package
- Washer / Dryer in Select Units\*
- High Speed Internet
- Washer/Dryer

- A/C
- Heating
- Wired for Cable
- Storage Units
- Bathtub/Shower
- Dishwasher
- Garbage Disposal
- Pantry
- Dine-In Kitchen
- Kitchen
- Oven
- Stove
- Refrigerator
- Carpeting
- Vinyl Flooring
- Dining Area
- Walk-In Closets
- Linen Closet
- Window Coverings
- Balcony
- Patio
- BBQ Area

### Community Amenities

- Pool/Clubhouse Wi-Fi
- Self-Service Laundry
- Controlled Access
- On-Site Maintenance
- On-Site Property Manager
- Spanish-Speaking
- Courtesy Patrol
- Front Door Trash Pickup
- Recycling Program
- Online Services
- Guest Apartment
- Business Center
- Clubhouse
- Lounge
- Extra Storage
- Gated
- Sundeck
- Courtyard
- Picnic Area
- Waterfront
- Fitness Center
- Cardio Machines
- Swimming Pool
- Playground
- Basketball Court
- Tennis Court
- Volleyball Court



## Richey Woods

### **Apartment Amenities**

- Berber-Style Carpet
- Ceramic Tile Flooring
- Chef-Style Kitchen
- Energy Star-Rated Clean Steel Appliances
- Dishwasher
- Energy-Efficient Central A/C & Heat
- Programmable Thermostats
- Energy-Efficient Water Heater
- Glazed Wood Kitchen Cabinetry
- Pantry
- Refrigerator with Icemaker
- Washer / Dryer available
- Cable TV/High Speed Internet Available
- Decorative Light Fixtures
- Emergency Call Service Available
- Energy-Efficient Insulated Windows
- Ceiling Fans in Living Room and Bedrooms
- Granite Countertops
- Private Patio
- Vertical Blinds

### **Community Amenities**

- Arts & Craft Room
- Call for Leasing Information 24/7
- Community Clubhouse
- Easy Access to US-19 and Main Street
- Fitness Center
- Located along PCPT Bus Route
- Online Rent Payment Service
- Picnic Pavilion - Tables & BBQ Grills
- Shuffleboard Court
- Walking Distance to Recreation & Aquatic Center
- Clubhouse Features Collector's Edition Pool Table
- Computer Training Classes
- Emergency Maintenance
- Health and Nutrition Classes
- Mid-Rise Buildings - Elevator Access
- Pet-Friendly
- Planned Resident Activities
- Within Walking Distance to Grocery Shopping, Casual Dining and Local Entertainment



## The Landings of St. Andrews

### **Apartment Amenities**

- Cable Ready
- Dishwasher
- Emergency Call System
- Large Walk-in Closets
- One & Two bedroom floorplans
- Open Floor Plans
- Paid water included in rent
- Separate Dining Area
- Walk-in closets
- Small Pets Welcome

### **Community Amenities**

- Hair salon/Barber
- Fishing on Property
- 24-Hour Emergency Maintenance
- Library
- Computer Lab
- Additional Storage
- Free Transportation
- Heated Jacuzzi
- Swimming Pool
- On-Site Fishing
- Monthly Events
- Controlled Access into Building
- Covered entry
- Exercise Facilities
- High Speed Internet
- Convenient laundry access
- Affordable rents for seniors on fixed incomes
- Ride share available
- Elevators
- Community Room
- Free Covered Parking
- Multi-Media Room





## The Retreat at Trinity

### Apartment Amenities

- One and Two Bedroom Open Floor Plans
- Designer Coordinated Finishes
- Granite Counter tops, Pendant Lighting, & Ceiling Fans
- Stainless Steel Appliances Including Microwave
- Ceramic Tile Foyer, Kitchen and Bath(s)
- Full-size Washer and Dryer Included
- Ample Closet Space Including Pantry
- Linen Closet
- Walk-in Closet
- Garden-style Tub and/or Stand-up Shower
- Ceramic Tile Shower Enclosure (in Select Units)
- Private Garage with Opener
- Screened-In Patio/Balcony (in Select Units)
- Faux Wood Floors on Ground Level Homes
- Wetland Conservation Views, Pool, or Courtyard
- Dishwasher
- Nine-foot Ceilings
- 42-inch Espresso Kitchen Cabinets
- Extra Storage

### Community Amenities

- Controlled Access
- Fitness and Cardio Center
- Zero-Entry Heated Pool with Lap Lanes
- Elevators
- Courtyard
- Complimentary WiFi at Pool and Clubhouse
- Outdoor Kitchen Area
- Maintenance-free Living
- Walking Distance to the Park
- Access to Dog Park
- Walking Distance to Pickle Ball Courts
- Close to Walking/Jogging Trails
- Sunday Brunch
- Weekly Activities
- Poker Room with Billiards
- Great Room with Card Tables
- Art and Crafts Room
- Theater
- 2nd Great Room with Bar
- Detached Garages Available
- Climate-controlled Storage Available



## Trinity Exchange

### Apartment Amenities

- 24-hour Fitness and Cardio Center
- Ample Closet Space
- Ceramic Tile - Kitchen and Bath(s)
- Coffee Café
- Complimentary WiFi at Pool and Clubhouse
- Designer Coordinated Finishes Including Granite Countertops,
- Dog Park
- Door-to-Door Trash & Recycling
- Dryer
- Full-size Washer and Dryer Included
- Game Room with Billiards Table
- Garden-style Tub and/or Stand Up Shower
- Maintenance-free Living
- Online Maintenance Services and Rental Payment Options
- Outdoor Kitchen
- Pendant Lighting - Breakfast Bar
- Private Garage with Opener
- Screened-in Patio/Balcony,
- Separate Living and Dining Room
- Stainless Steel Appliances Including Microwave
- Walking Distance to the Park
- Walking/Jogging Trail Access
- Washer

- Zero-entry Pool with Lap Lanes
- High Speed Internet
- Washer/Dryer
- A/C
- Wired for Cable
- Bathtub/Shower
- Dishwasher
- Garbage Disposal
- Ice Machine
- Granite Counters
- Stainless Steel Appliances
- Pantry
- Kitchen
- Microwave
- Oven
- Stove
- Refrigerator
- Freezer
- Carpeting
- Ceramic Tile Flooring
- Dining Area
- Family Room
- Recreation Room
- Room with Views
- Walk-In Closets
- Linen Closet
- Energy-Efficient Windows
- Window Coverings
- Balcony / Patio
- BBQ Area

### Community Amenities

- Package Service
- Pool/Clubhouse Wi-Fi
- Controlled Access
- On-Site Maintenance
- On-Site Property Manager
- Courtesy Patrol
- Available 24/7
- Front Door Trash Pickup
- Recycling Program
- Renters Insurance Program
- Online Services
- Social Events
- Business Center
- Clubhouse & Café
- Two Story Lobby
- Gated
- Yard with Fence
- Courtyard
- BBQ Grill
- Fitness Center
- Cardio Machines
- Weightlifting Equipment
- Swimming Pool
- Bicycle Storage
- Volleyball Court



# Demographic Mapping & Target Market Analysis

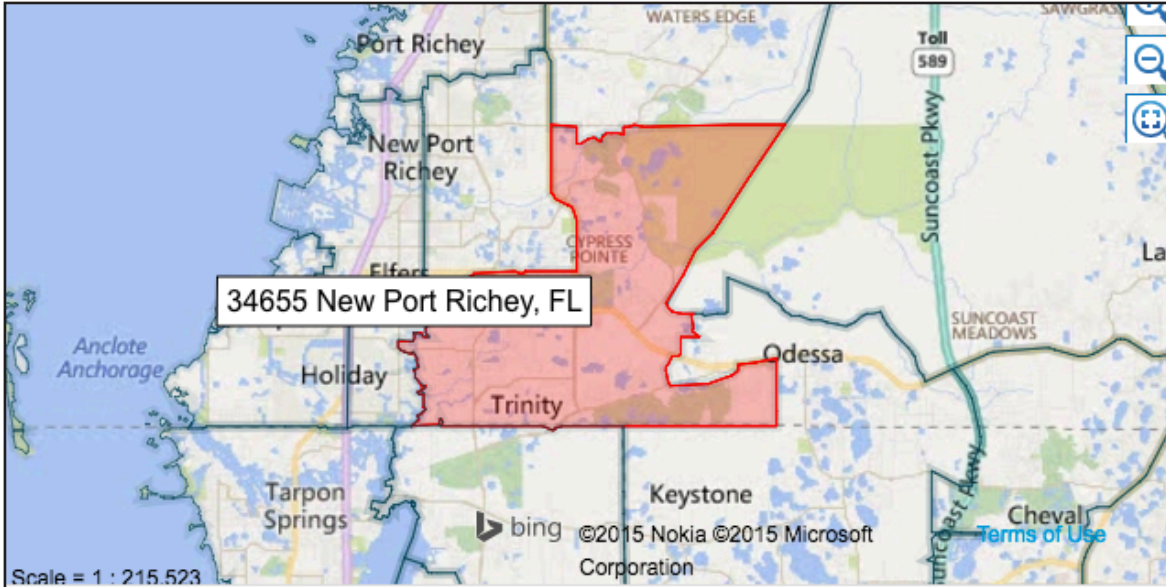


## Generational Context

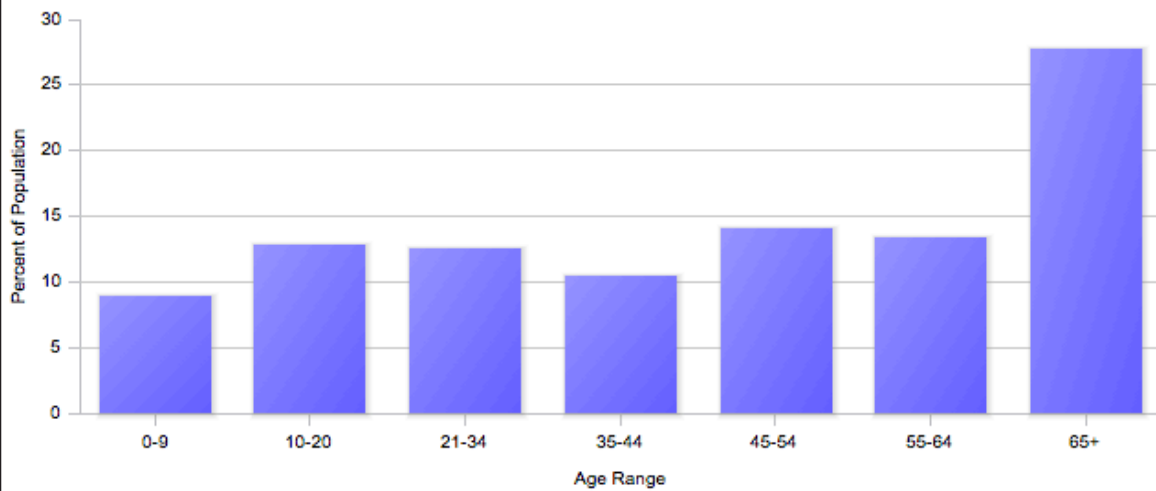
The following chart summarizes a comparison of various aspects of generations now living as they influence values, social roles, attitudes, and purchase decisions.

	<b>Maturists</b> Age 71+	<b>Baby Boomers</b> Age 56-70	<b>Generation X</b> Age 36-55	<b>Generation Y</b> Age 21-35	<b>Generation Z</b> 20+
<b>Formative Experiences</b>	Wartime rationing Rock 'n' roll Nuclear families Defined gender roles	Cold War Sixties Moon landings Youth culture Woodstock Family-oriented	Fall of Berlin Wall Reagan/ Gorbachev/ Thatcherism Live Aid Early mobile technology Divorce rate rises	9/11 terror attacks Social media 1st invasion of Iraq Reality TV Google Earth	Economic downturn Global warming Mobile devices Cloud computing Wiki-leaks Terrorism
<b>Attitude Toward Career</b>	Jobs for Life	Organizational careers are defined by employees	"Portfolio" careers: loyal to profession, not to employer	Digital entrepreneurs: work "with" organizations	Multitaskers: will move seamlessly between organizations and "pop-up" businesses
<b>Signature Product</b>	Automobile	Television	Personal Computer	Tablet/Smartphone	Google Glass, 3-D Printing, Robotics
<b>Communication Media</b>	Formal Letter	Telephone	Email / text message	Text or social media	Hand-held devices
<b>Preferences When Making Large Purchase Decisions</b>	Face-to-face meetings	Face-to-face ideally but increasingly will go online	Online-would prefer face-to-face if time permits	Face-to-face	Solutions will be digitally crowd-sourced

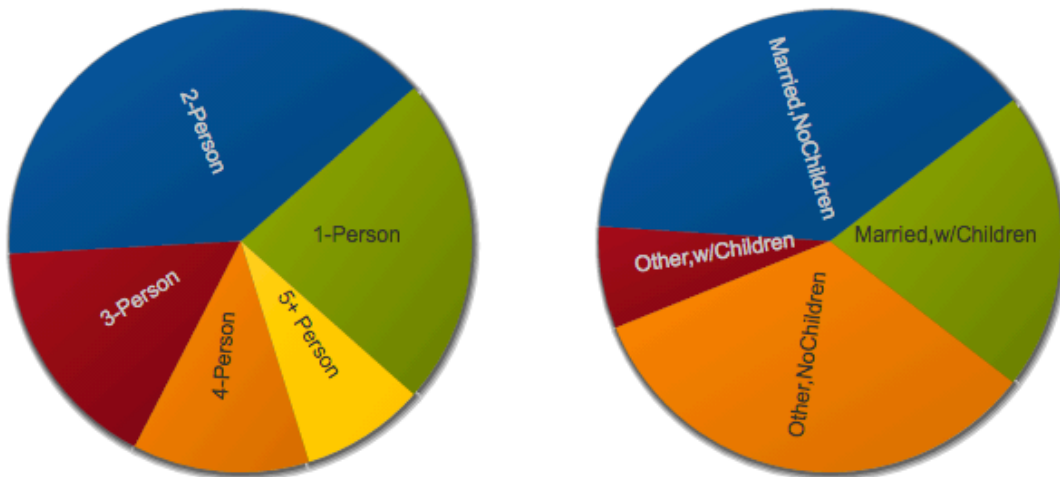
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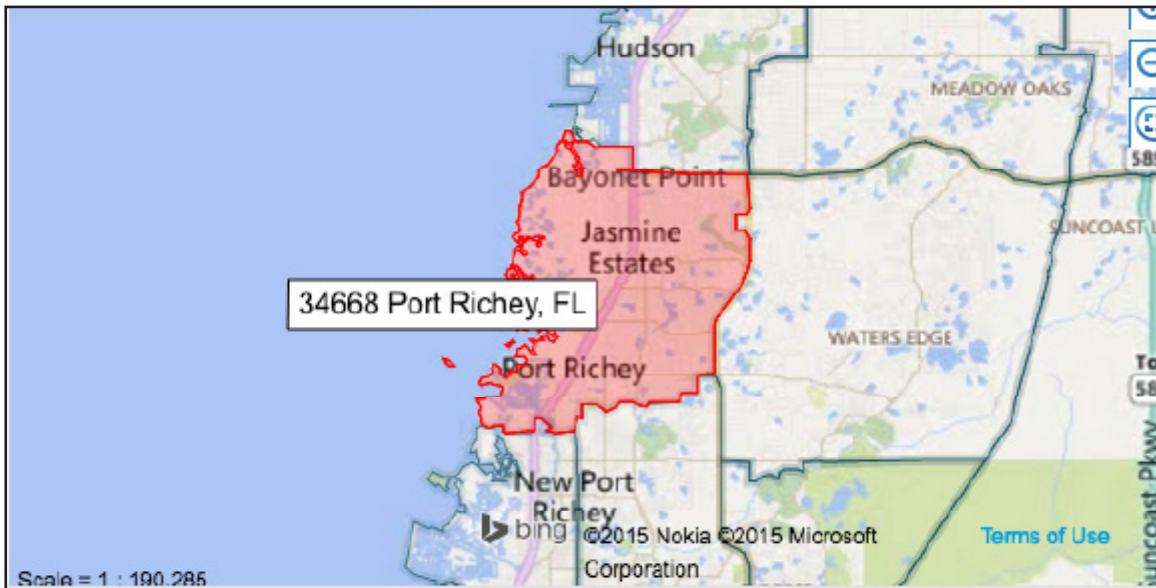
Population by Age



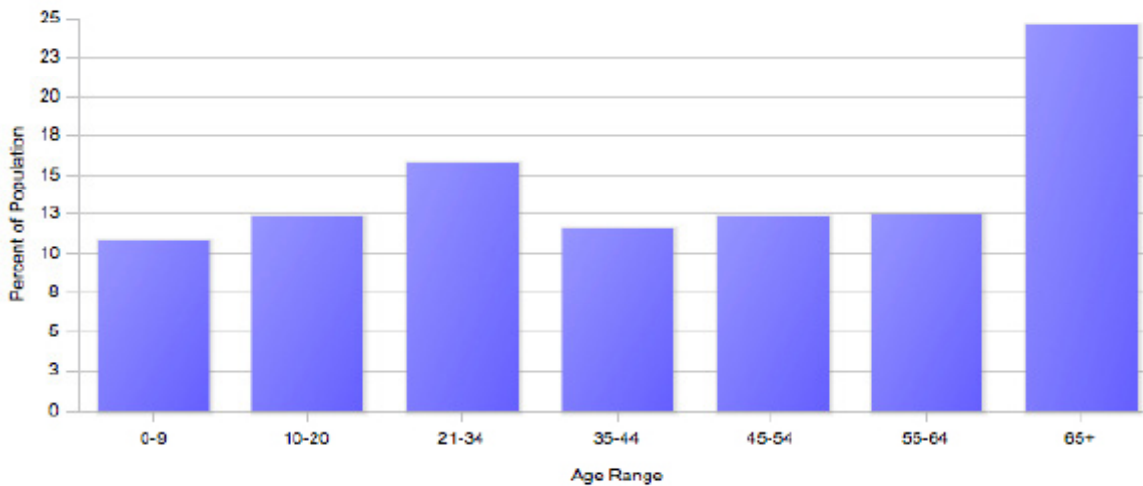
Household Composition



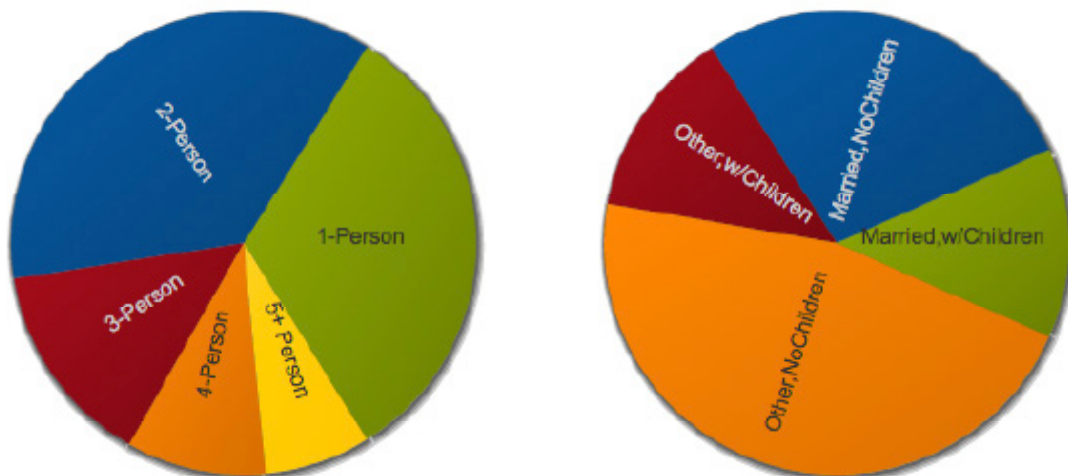
# Demographic Mapping 34668



Population by Age



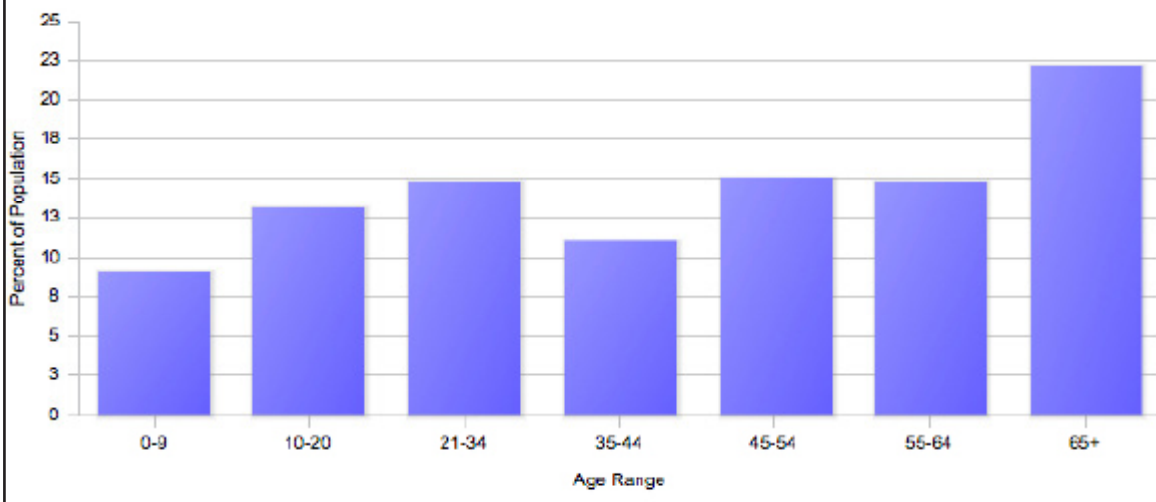
Household Composition



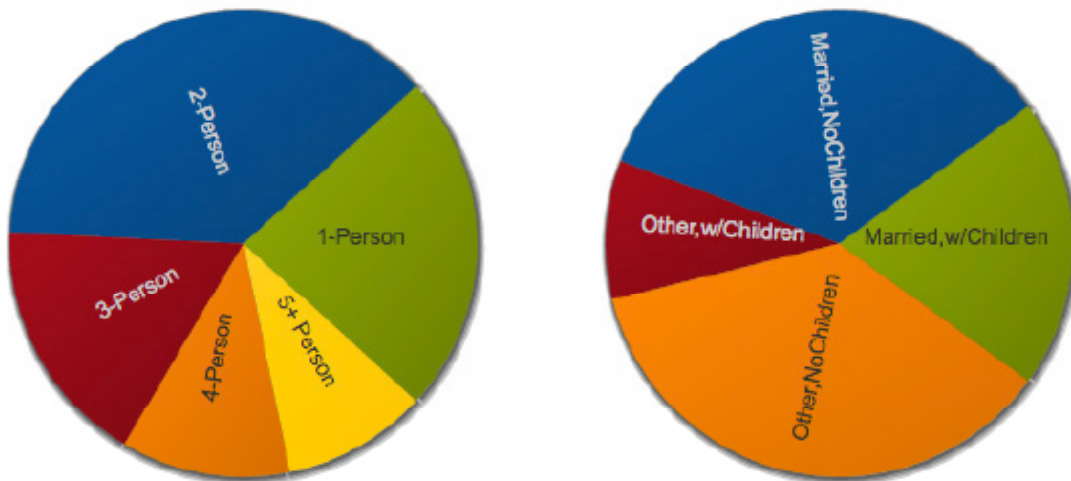
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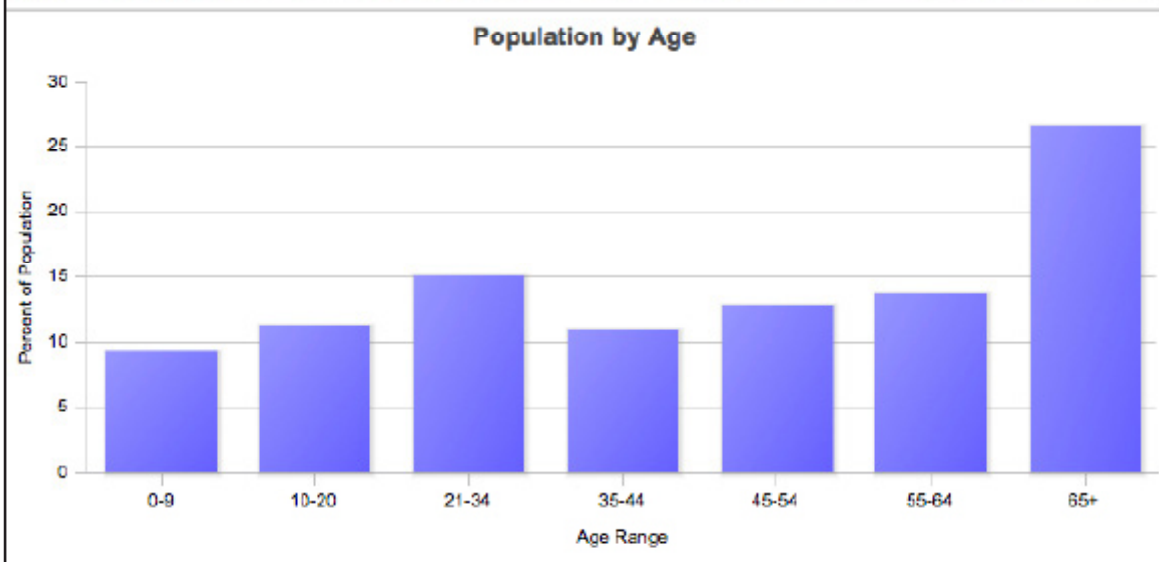
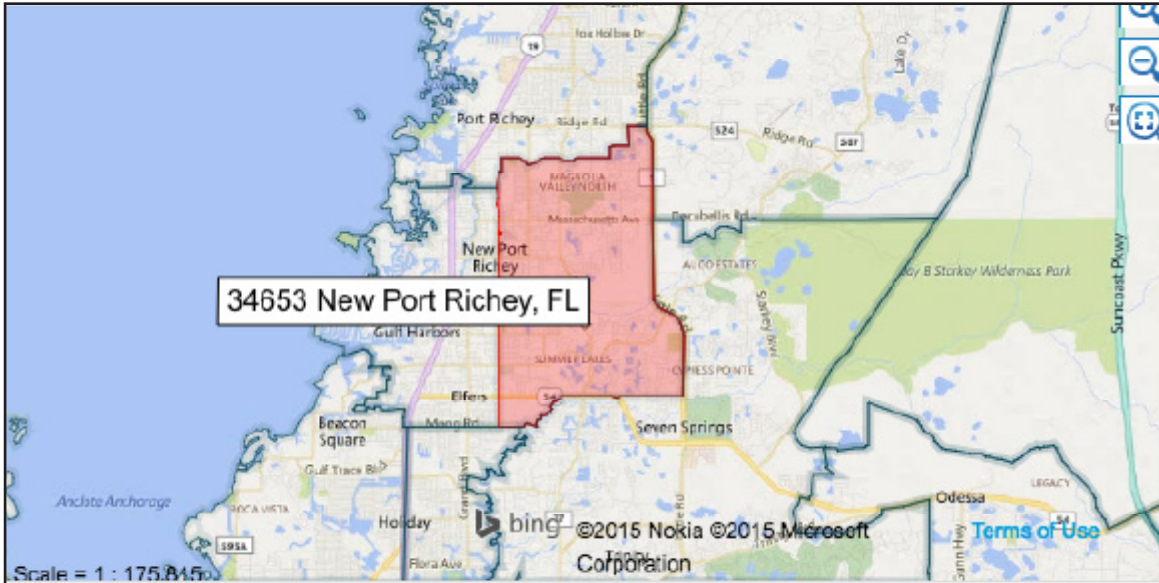
**Population by Age**



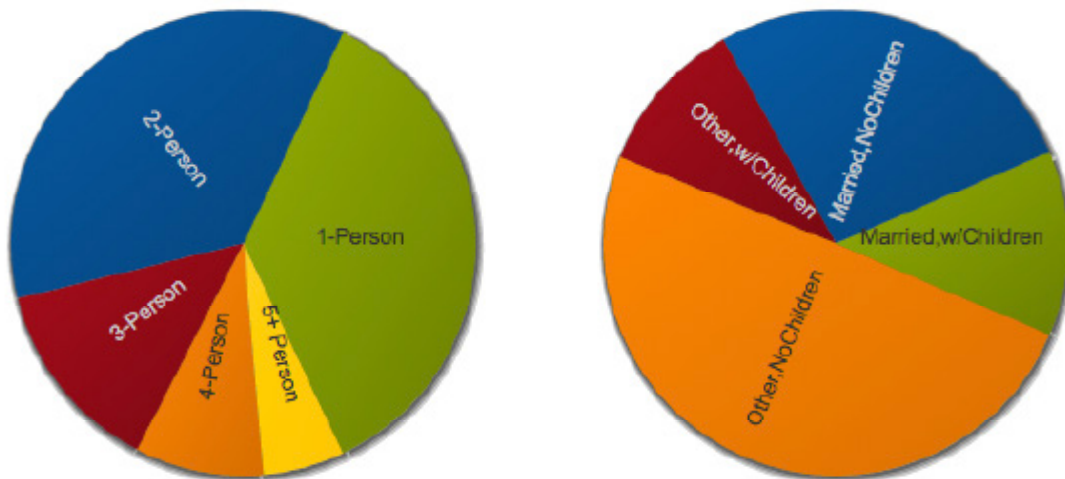
**Household Composition**



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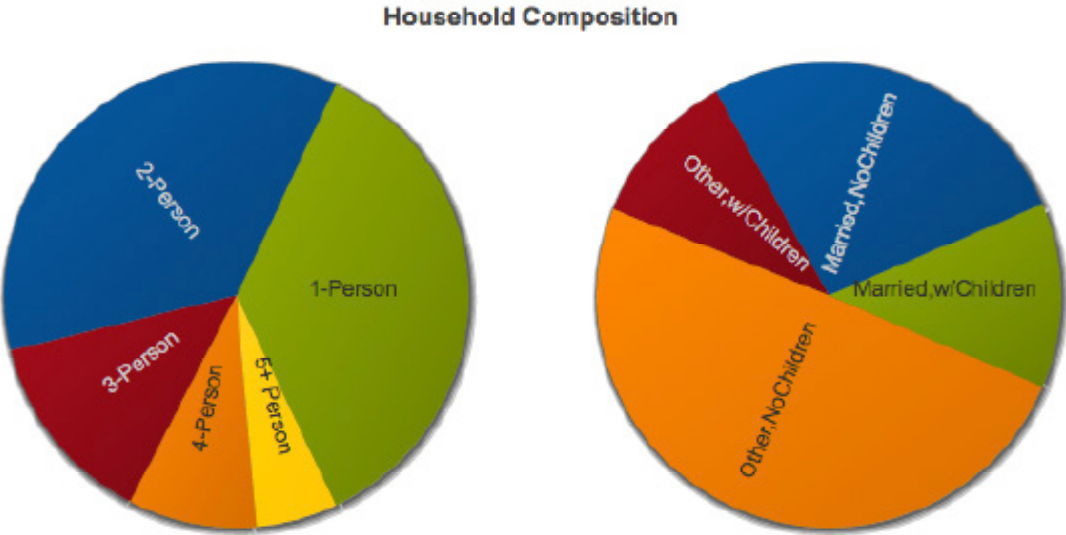
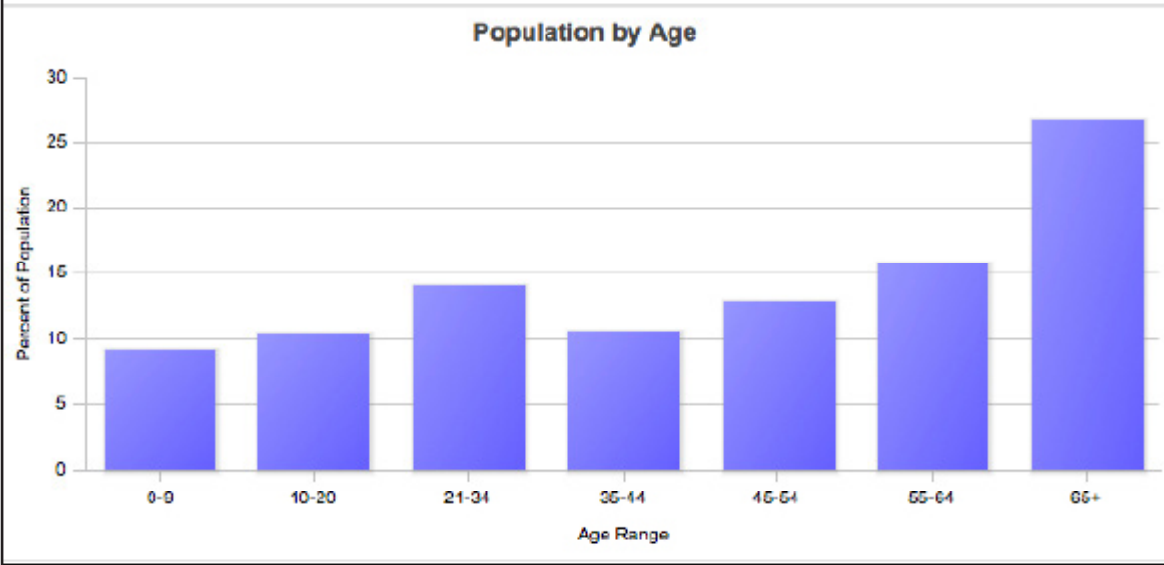
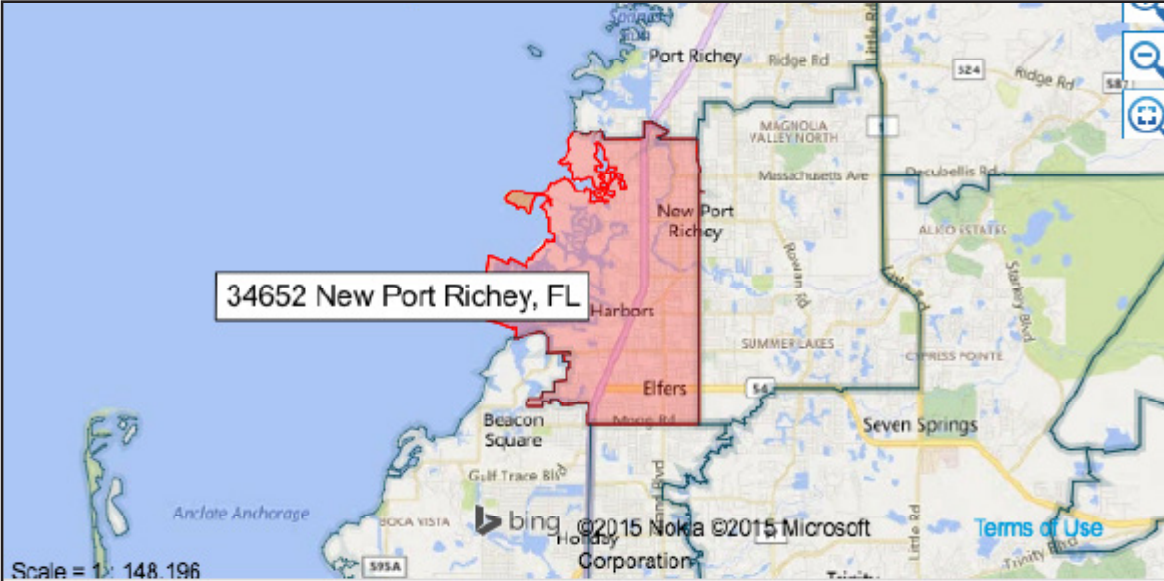


### Household Composition

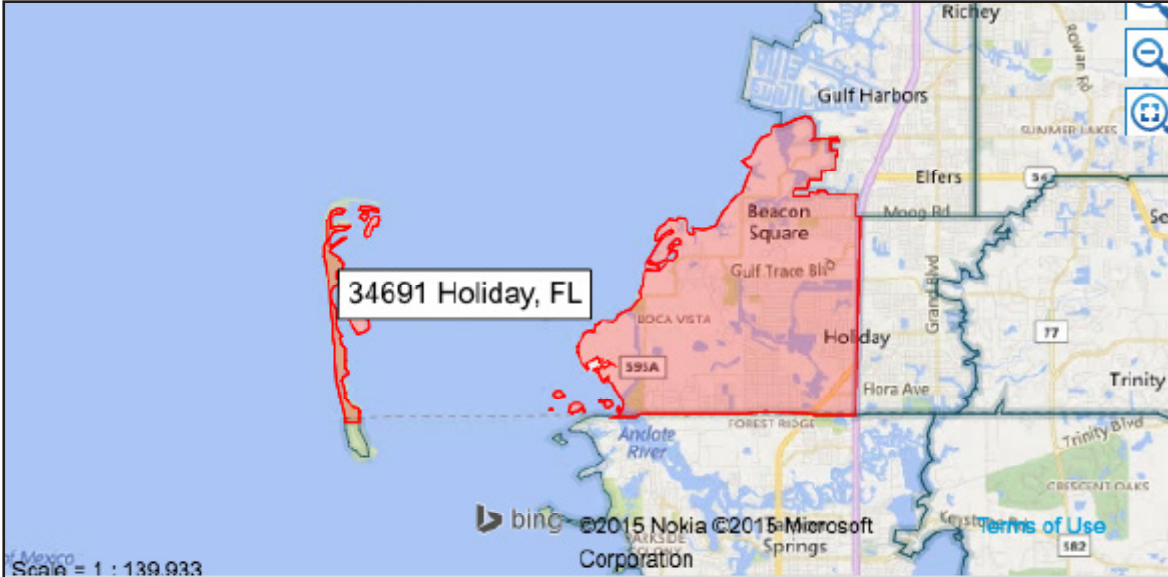




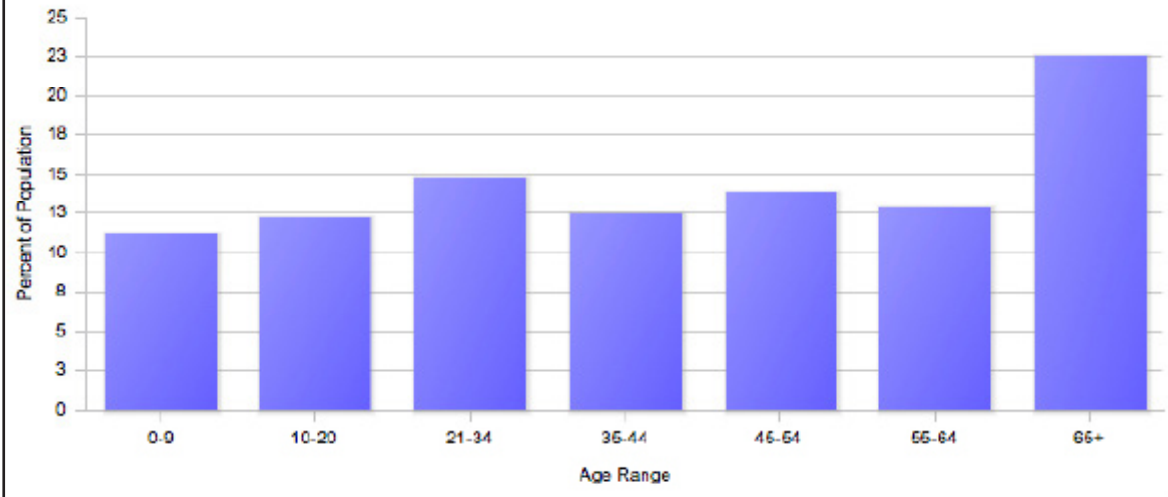
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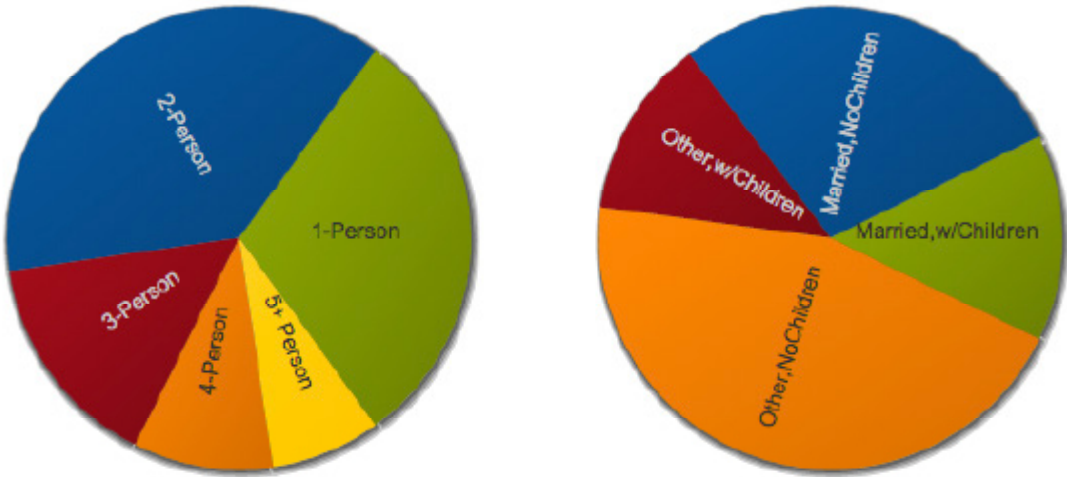
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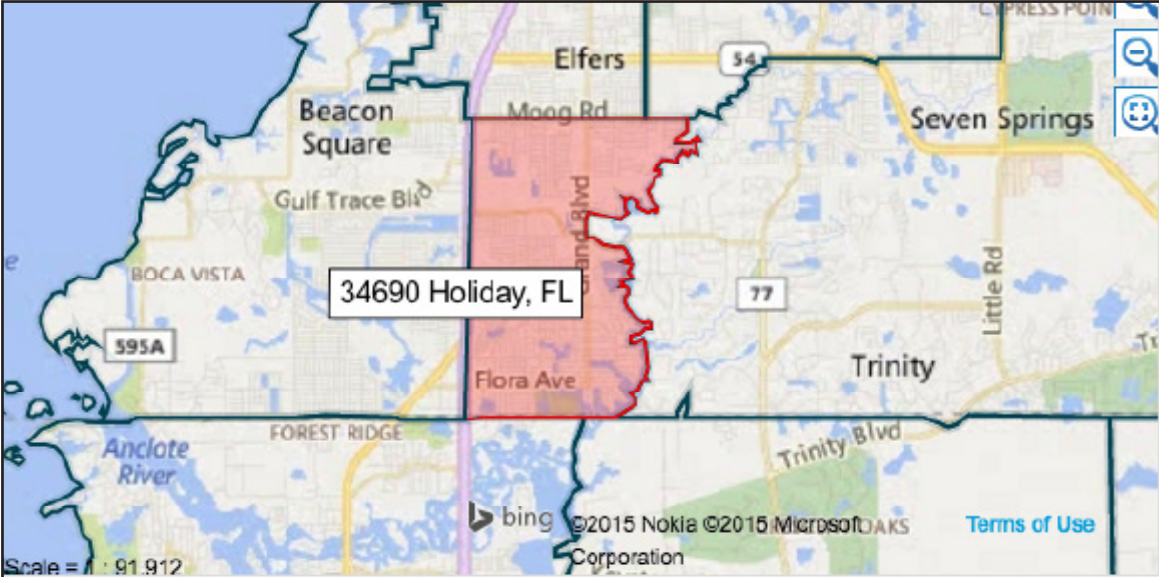
Population by Age



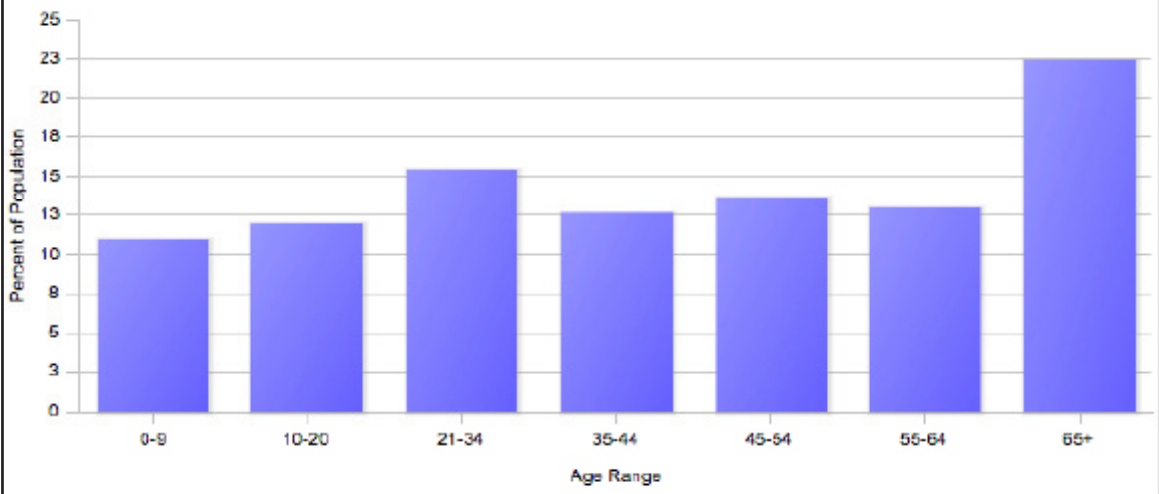
Household Composition



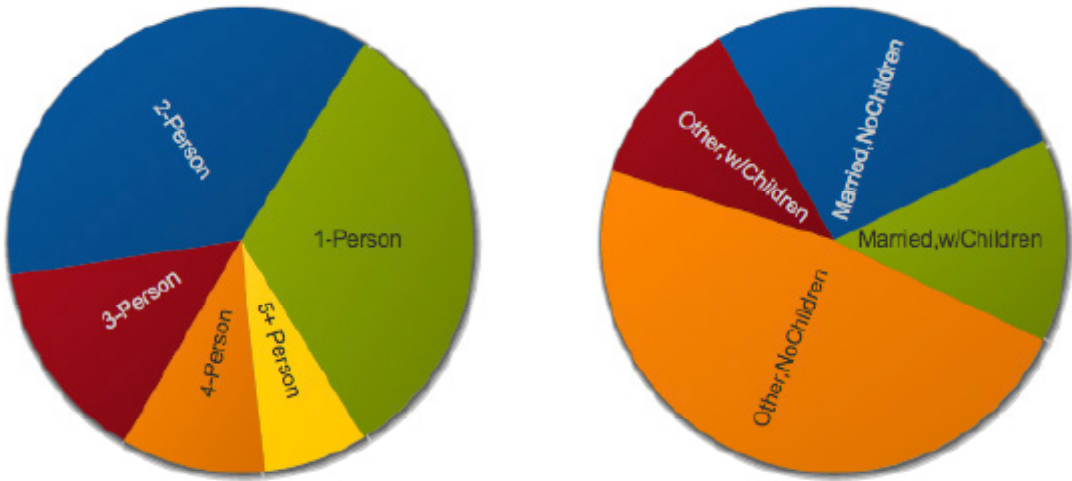
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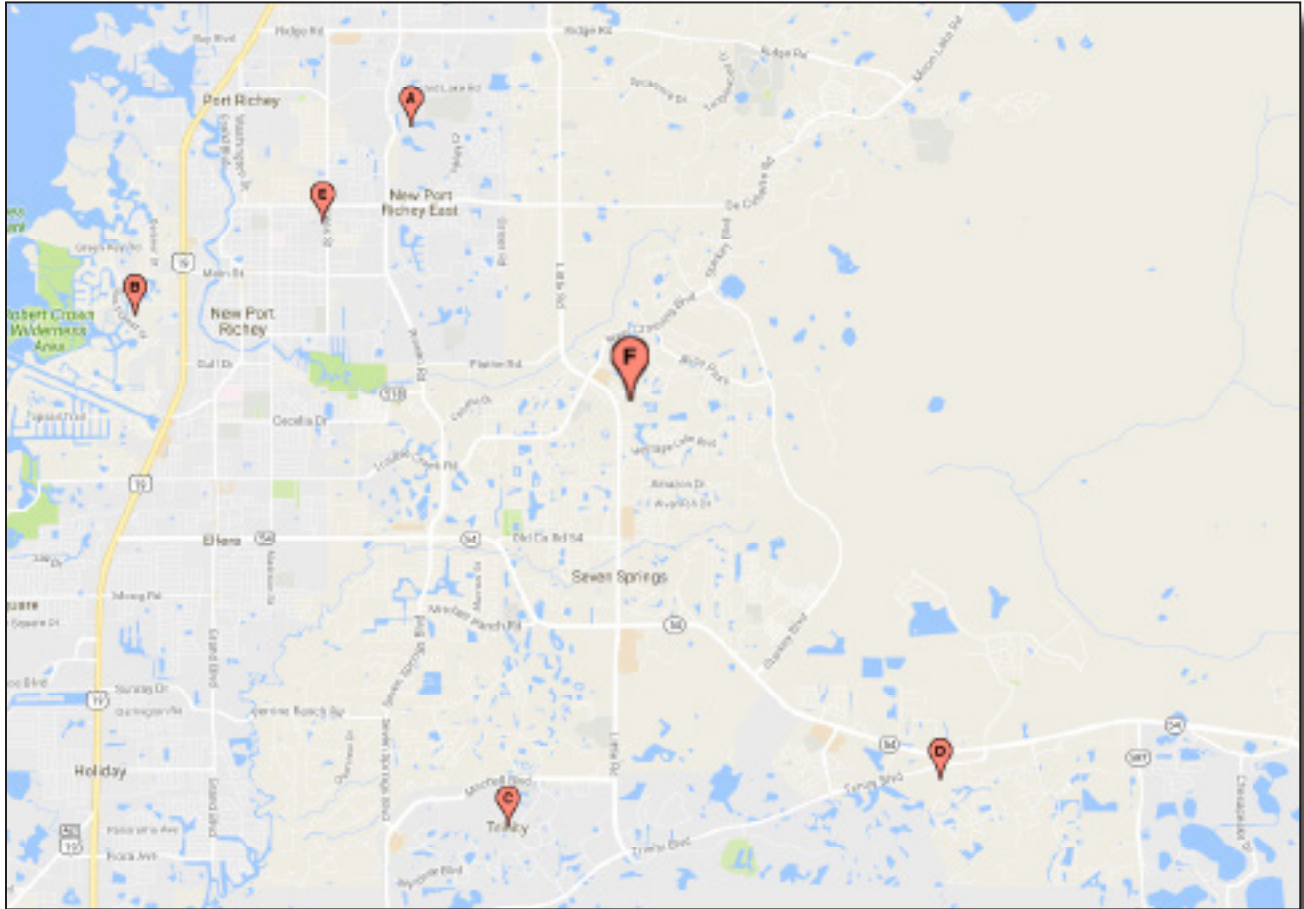
**Population by Age**



**Household Composition**



# Competitor Proximity



- A. Carlton Arms of Magnolia Valley**  
7212 Carlton Arms Dr. Carlton Arms of Magnolia Valley, FL 34653
- B. The Landings of St. Andrew**  
5852 Sea Forest Dr, New Port Richey, FL 34652
- C. The Retreat at Trinity**  
11405 Billfish Circle, Trinity, FL 34655
- D. Trinity Exchange Luxury Apartments**  
1920 Spade Fish Boulevard Trinity, FL 34655
- E. Richey Woods Apartments**  
6400 Sentry Way, New Port Richey, FL 34653
- F. The Villas at Hunters Ridge**  
5205 Hunters Ridge Dr, New Port Richey, FL 34655



## Next Steps

- Creative Brief & New Brand for The Villas at Hunters Ridge: Identity & Brand Standards.
- New Website Homepage.
- Customer Service & (UX) User Experience Implications for Sales Center.
- Marketing Strategies & Campaign Identification - Web Landing Pages.
- Brand Platform & Positioning for Go-To-Market Program.
- Tactical Sales & Marketing Plan - Direct Selling Strategies for Sales Team, Strategic Partners & Realtors.
- Communications Recommendations - Website, SMS /Text, Blog, Email & Social Media.
- Digital Marketing Calendar, Timeline & Schedule of Events.
- Sustainable Communications, Execution Strategy & Engagement Program for The Villas at Hunters Ridge Principals & Sales Team.