CASE STUDY

Developing a Marketing Plan for a Real Estate Developer

Recommendations

Fox MC recommended that DMAA use a combination of marketing tools to gain access to potential investors:

• Direct sales and marketing through currently established connections
• Media and advertising to support the direct sales
• Partnerships with investor brokers and consultants

It was suggested that DMAA take advantage of the potential that exists within the HNI Indian market. This is a huge and rapidly expanding market and the ROI combined with the United States visa DMAA is offering will put it a notch above its competitors. Fox MC proposed that DMAA use a combination of the connections its team has in India, social media, and investor brokers. DMAA can leverage its enhanced financing through the regional center's capitalization, allowing for a cost efficient construction model and a leaner operating model than its competitors. This strategy will allow DMAA to thrive even in worst-case demand conditions.

Results

Since the project concluded, Dominion Mid-Atlantic Associates has generated $100,000 in sales efforts.