

Tuscany

Allegiance Development

REAL ESTATE

A national slowdown in real estate sales, coupled with an oversupply of luxury condominiums in the northern Florida market, resulted in many delayed and postponed projects. Allegiance Development hired AXIA in March 2006 to ensure that its new 48-unit waterfront project secured five contracts and two reservations by early June.

The AXIA team of marketing experts met with developers and Realtors to build compelling sales offers and define the geographic market of potential buyers. The AXIA team created and implemented a regional and national campaign, including search-engine marketing, direct mail and print advertising in publications such as *FORTUNE*, *Money*, *Atlanta Homes & Lifestyles*, *Robb Report* and *Coastal Living*, reaching likely buyers and investors all along the U.S. East Coast. Limited local advertising and direct-mail programs supported the effort.

By mid-June, six contracts for purchase and four reservations were received by the developer, allowing the project to move into its next phase.

"Thank God for AXIA — they deliver on every promise."

Ruth Darlington
Allegiance Development



Billboard



Web



Print



Direct Response