

Avanti

REAL ESTATE

When Florida Atlantic Investments, a subsidiary of Florida Crystals converted a Jacksonville apartment complex into resort-style affordable condominiums, it sought AXIA's brand-building expertise to make a real splash.

Using a fun, tropical island theme, AXIA created and implemented an integrated campaign targeting investors, Realtors, college students and young professionals. AXIA produced strong sales by utilizing virtually every channel from the Web to direct mail, advertising, public relations, sales brochures, neighborhood marketing, on-site signage, events and sales-center graphics.

Thanks to AXIA, Realtors scheduled more than 50 preview appointments with potential buyers. Within two days of the grand opening event, 48 contracts worth \$6.8 million were written, and within seven days, 50 percent of the condos were sold.

"Again and again, AXIA has exceeded our high expectations."

Maggie Martinez
Avanti

**HURRY!
70%
Sold**

Two irresistible new buyer incentives.
ONE INCREDIBLE REALTOR BONUS.
\$750 VISA® gift card Realtor Bonus for contracts written before 4/30/06.

Restrictions apply. See sales associates for details.

Direct Marketing



Media Coverage



Outdoor Advertising



Web