

Solved the Infill Challenge, bringing in and selling 77 homes in one year.



In the
first year!



Sold – 65
Doublewides!

Background

The 741 site property went into foreclosure and ended up in the hands of a fund that hired a third-party to operate the community. For three years, the fund attempted, unsuccessfully, to materially grow occupancy. Their plan involved purchasing **15-20 homes**, mostly singlewides, at the beginning of every year and offer them for rent. **95% of the units were singlewides**. Unfortunately, continued poaching of private homes in the community, coupled with continued escalation of rental turnover, left occupancies relatively flat at 50%. Without occupancy momentum, the original 5-star amenity community slipped into disrepair with a 3-star status.

Challenge

To transition to a market-focused new home ownership-based program and **invest in infrastructure and amenity improvements** to create a more attractive offering. Community upgrades and focus on double-wide homes were aimed a higher-quality, more stable customer. In short, the goal was to stop the bleeding and restart growth of residents and property value.

Strategy

- Upgrade the home quality – all doublewide
- Invest \$400K in new playground, new park pavilions, renovated office/ community space
- Move to an exclusive 'ownership' model, including onsite financing for all new homes
- Communicate the need for stability, safety, concern for neighbors, care
- **Build momentum from within – resident referrals**
- Execute a very aggressive digital marketing campaign to generate awareness and excitement around the community lifestyle and homes

What was done

- Brought in six doublewide model homes – all fully furnished.
- **Executed a digital marketing plan** aimed at converting apartment dwellers and young families away from rentership.
- Created a "buzz" – new and old residents serving as advocates
- Invested in the community; engaged with residents to advocate for the changes in the culture.

What was done

- 77 sales in the first year
- 69 new homes sold – 65 doublewides
- Achieved more occupancy gain in one year than was achieved in the previous 4 years (under previous owners)
- **Dramatically increase value of the property**