



CASE STUDY

SALTWATER COAST

CHALLENGE | FKP approached Oliver Hume in June 2013, at a time when sales figures were low and there was a lack of strong relationships with builders. With an internal FKP sales team on site, retail sales were sitting at around 14 per year, which was below the target. Oliver Hume undertook a review of the sales strategy and identified a lack of signage, a weak relationship with local builders and a lack of diversification in the lot mix.

OUR RESPONSE | Oliver Hume's response encompassed a revitalisation of the marketing strategy. A dedicated Oliver Hume sales team was brought onsite to manage the sales strategy and instigate changes in the structure of the marketing campaign. This included a refresh of all signage, an increase in the advertising to permeate local and metropolitan papers, an increase in direct email marketing communication with the Saltwater Coast database and the addition of a referral campaign to boost word of mouth referrals. A promotional sales campaign was also carried out to clear all titled stock from the market. By utilising their expertise in masterplan communities Oliver Hume also set about restructuring the lot mix to make it more diversified. By doing so, a greater variety of size options was made available, increasing the options available to buyers and builders and resulting in a more diverse pricing structure for the project. Generating builder knowledge of the project was also critical in increasing the likelihood they would refer their clients to the project. To do this, builders were added to the builder's referral program, enhanced and more frequent marketing communication was distributed and builder breakfast seminars were carried out to keep builders engaged and educated on the project.

RESULT | Sales progressed from an initial 2 per month to 8 per month and then exceeded targets to reach 12 sales per month. Since Oliver Hume's commencement in August 2013 just under \$40 million in revenue has been generated for the vendor and an increase in sales of 500%. The strategies implemented by Oliver Hume to energise the campaign were effective in driving sales and exceeding FKP's expectations.