

The background of the entire image is a detailed architectural blueprint of a house, rendered in a light blue color on a darker blue background. The blueprint shows various rooms including a living room, kitchen, bedrooms, and a bathroom, along with structural elements like walls, windows, and doors. Text labels on the blueprint include 'LIVING ROOM', 'KITCHEN', 'BEDROOM', 'BATHROOM', 'STORAGE', 'UTILITIES', 'W1', 'W2', 'W3', 'W4', 'W5', 'W6', 'D1', 'D2', 'D3', 'D4', 'D5', 'D6', 'D7', 'D8', 'D9', 'D10', 'D11', 'D12', 'D13', 'D14', 'D15', 'D16', 'D17', 'D18', 'D19', 'D20', 'D21', 'D22', 'D23', 'D24', 'D25', 'D26', 'D27', 'D28', 'D29', 'D30', 'D31', 'D32', 'D33', 'D34', 'D35', 'D36', 'D37', 'D38', 'D39', 'D40', 'D41', 'D42', 'D43', 'D44', 'D45', 'D46', 'D47', 'D48', 'D49', 'D50', 'D51', 'D52', 'D53', 'D54', 'D55', 'D56', 'D57', 'D58', 'D59', 'D60', 'D61', 'D62', 'D63', 'D64', 'D65', 'D66', 'D67', 'D68', 'D69', 'D70', 'D71', 'D72', 'D73', 'D74', 'D75', 'D76', 'D77', 'D78', 'D79', 'D80', 'D81', 'D82', 'D83', 'D84', 'D85', 'D86', 'D87', 'D88', 'D89', 'D90', 'D91', 'D92', 'D93', 'D94', 'D95', 'D96', 'D97', 'D98', 'D99', 'D100'.

**grouptwo**

**We  
connect  
builders  
with  
buyers.**

**New home marketing**

**that gets results.**



Thank you for your interest in working with Group Two. You will learn very quickly that we have a deep passion for new home marketing and an obsession with uncovering what drives buyers to one builder over another.

Potential buyers are doing most of their home shopping online. Therefore, your online presence needs to be strategic. You need to show up where buyers are searching, and even engage with them before building a new home is a thought in their head. There is a huge opportunity to revamp your marketing and truly connect in a way that will drive results.

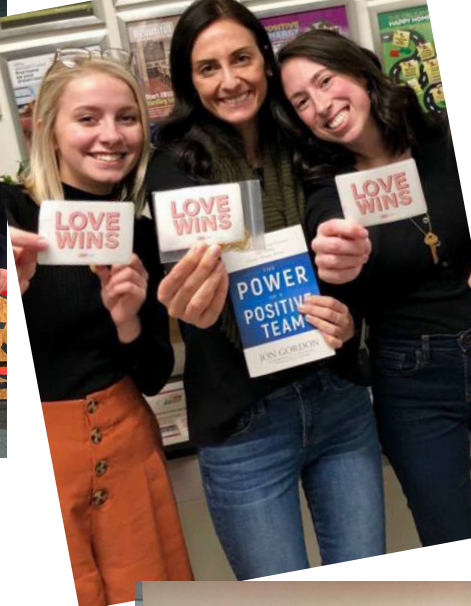
Group Two is unlike any other marketing agency out there. We only work with new home builders. We specialize in understanding consumer behavior so we are able to lead more qualified buyers to the builders we work for.

Buying a home is personal. Our approach is completely consumer-centric. We take pride in our ability to help builders from across the country see the entire homebuying experience from the perspective of their future homeowners, so they can drive more profitable sales.

WE'RE SO EXCITED  
TO GET STARTED!

MOLLIE ELKMAN, OWNER & PRESIDENT





## Group(two) minds are better than one.

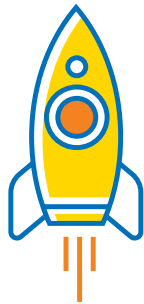
We're here to help identify problems, bring you buyers AND make your lives easier. Think of us as a proverbial sigh of relief.





# **We are full service marketing partners for home builders and we have the perfect solution for you.**

We've been living and breathing this industry for the past 50 years. We understand your challenges, we know what works, and we can drive the right buyers to your door.

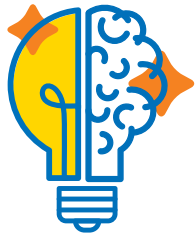


The best marketing connects you with qualified buyers and gets them to take ACTION. We start by diving into your current position in the marketplace and creating a strategic action plan.

# Strategic Planning

- ✓ Composition and management of overall marketing strategy and budget
- ✓ Planning and consultation
- ✓ Differentiation analysis and audit of current marketing
- ✓ Consumer competitive analysis



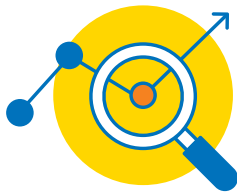


We craft memorable creative campaigns and collateral that captivate your potential buyers and help your brand grow. Every message you put forth should build trust with your audience and show your personality.

We establish a clear understanding of who you are and strategically weave your story across multiple platforms to set you apart from your competition.

# Brand Development, Design, and Messaging

- ✓ **Branding — establishing or elevating your company's voice, identity, and brand guidelines**
- ✓ **Campaigns — conceptual development and execution across print, digital, and experiential platforms**
- ✓ **Marketing materials — design and copywriting for print materials, emails, banner ads, and beyond**
- ✓ **Sales office design and signage**
- ✓ **Landing page design to capture leads**



Use the power of Group Two's Paid Search, Display, and Remarketing program for home builders to bring your online presence to the next level and convert browsers to buyers. We combine leading edge digital expertise and sophisticated audience targeting with a deep understanding of what motivates buyers to take action online.

# Paid Search, Display, and Remarketing

- ✓ **Strategy**
- ✓ **Development, set up, and optimization of campaigns**
- ✓ **Conversion tracking & reporting**
- ✓ **Ongoing campaign optimization & A/B testing**
- ✓ **Monthly campaign reporting & analysis**

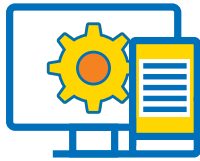


Our team of social specialists connect with people in a way that builds trust and drives traffic by producing platform-specific content.

## Social Media Content Strategy

- ✓ Creation of pages (if needed)
- ✓ Content creation and posting
- ✓ Social measurement & analytics
- ✓ Profile management (titles, descriptions, content)
- ✓ Growth of network
- ✓ Monthly content calendar





















Your website is the face of your company. It's the "book cover" that potential buyers will judge you on and which will inform their decision to build with you — which is why you need one that addresses all of your individual needs.

Our website specialists are skilled in all areas of builder-specific marketing, from SEO and content to Zillow and CRM integrations and an ideal user experience.

# Website Design and Development

- ✓ **Mobile friendly**
- ✓ **Builder-specific design**
- ✓ **Zillow and CRM integrations**
- ✓ **SEO optimized**
- ✓ **Comprehensive & easy to update**
- ✓ **Wordpress platform**

# SERVICE PACKAGES

SERVICE	STARTER \$2,500	LIGHT \$3,750	ADVANCED \$6,000
<b>Strategic Planning</b>	 Differentiation Exercise, Marketing Audit	 Differentiation Exercise, Marketing Audit, Media Placement, Budgeting, Media Strategy, Negotiation of Media Buys, Contract Accuracy and Assistance	 Differentiation Exercise, Marketing Audit, Media Placement, Budgeting, Media Strategy, Negotiation of Media Buys, Contract Accuracy and Assistance
<b>Paid Search, Display, and Remarketing</b> Display Creative Changed Quarterly			
<b>Monthly Reporting</b>			
<b>Personal Account Manager</b>			
<b>Scheduled Strategic Meeting with Personal Account Manager</b>	 1 per month	 1 per month	 2 per month
<b>Agency Team Member Site Visit</b> (Travel not included.)	\$500	\$500	 1 per year
<b>Online Consumer Comp Analysis</b>			
<b>Paid Social</b> One page per market; Facebook, Instagram, LinkedIn			
<b>Organic Social</b> 3 Posts Per Week across Facebook, Instagram, LinkedIn	\$1,500		
<b>SEO Strategic Plan</b>	\$750	\$750	
<b>3 Blogs</b>	\$500	\$500	
<b>2 Emails</b>	\$750	\$750	
<b>Discovery Package</b> Mood Board and Positioning Strategy (Completed within set up month.)	\$1,500	\$1,500	
<b>Strategic Sales and Marketing Consulting*</b>	N/A	N/A	
<b>Market Exclusivity</b>	N/A	N/A	

# INDIVIDUAL SERVICES

SERVICE	PRICE
<b>Strategic Planning</b>	<b>\$2,500</b>
<b>Paid Search, Display, and Remarketing</b> Display Creative Changed Quarterly	<b>\$1,000</b>
<b>Additional Display Creative</b>	<b>\$750</b>
<b>Organic Social Media</b> 3 Posts Per Week across Facebook, Instagram, LinkedIn	<b>\$1,500</b>
<b>Additional Social Platforms</b>	<b>\$500 each</b>
<b>SEO</b>	<b>\$750</b>
<b>Geofencing</b> (Per flight)	<b>\$2,500</b>
<b>3 Blogs</b>	<b>\$500</b>
<b>2 Emails</b>	<b>\$750</b>
<b>Discovery Package</b> Mood Board and Positioning Strategy (Completed within set up month.)	<b>\$1,500</b>
<b>Strategic Sales and Marketing Onsite Consultation</b> with Matt or Mollie. (Travel not included.)	<b>starting from \$3,500</b>

THIS AGREEMENT by and between \_\_\_\_\_  
hereinafter referred to as "CLIENT" and GROUP TWO ADVERTISING, INC. OF PENNSYLVANIA/USA, hereinafter referred to as the "AGENCY." CLIENT retains the AGENCY in order to perform all services necessary to perform Sales and Marketing services.  
**Services to commence on** \_\_\_\_/\_\_\_\_/\_\_\_\_.

## Notes:

## AGENCY SERVICES:

### Comprehensive Packages:

☐ Starter Package: **\$2,500**      ☐ Light Package: **\$3,750**      ☐ Advanced Package: **\$6,000**

### Individual Services:

☐ Strategic Planning: **\$2,500**      ☐ Paid Search, Display, and Remarketing: **\$1,000**      ☐ Additional Display Creative: **\$750**  
☐ Organic Social Media: **\$1,500**      ☐ Additional Social Media Platforms: **\$500**      ☐ SEO: **\$750**  
☐ Geofencing: **\$2,500**      ☐ Blogging (3 per month): **\$500**      ☐ Email Campaign (2 per month): **\$750**  
☐ Discovery Package: **\$1,500**      ☐ Strategic Sales and Marketing Onsite Consultation (Matt or Mollie): **\$3,500**  
☐ Other: \_\_\_\_\_ **Price: \$** \_\_\_\_\_

## TERMS:

CLIENT shall pay an AGENCY \$ \_\_\_\_\_ monthly.

## GENERAL CONDITIONS:

1. The monthly payment covers outlined deliverables of selected agency services.
2. CLIENT shall pay the AGENCY for the first month upon signing of the contract.
3. Creative and production of additional materials are not covered by the monthly payment and shall be billed at the hourly rate of \$150 for design, copy, and production unless specified in selected agency services.
4. All out-of-pocket expenses will include, but will not be limited to: illustrations, photography, printing, shipping, air travel and lodging unless specified in selected agency services.
5. AGENCY shall bill CLIENT monthly; bills are due payable to AGENCY's offices, net thirty (30) days.
6. This contract is cancelable with thirty (30) days advance written notice from CLIENT to AGENCY.
7. CLIENT shall be responsible for any and all costs and fees, including the monthly payment for all charges and expenses incurred subsequent to cancellation. Final payment in full is due within 30 days of cancellation. Client agrees to pay 1.5% interest per month on any unpaid balance.
8. CLIENT shall indemnify and hold AGENCY harmless from and against any and all claims, liabilities or damages arising from the preparation of any advertising program (using information supplied by CLIENT) covered by this agreement including, but not limited to, both the cost of any and all litigation and attorney's fees incurred.
9. Should either party resort to litigation for the enforcement of any of the terms and conditions set forth herein, then the prevailing party shall be entitled to recover any and all costs incurred, including a reasonable attorney's fee.
10. Upon termination of CLIENT's contract with AGENCY, all advertising materials created by the AGENCY will become property of the CLIENT for unrestricted use when all bills are paid in full. Any advertising materials used without written consent will violate the agreement and any copyright laws.
11. Upon termination of CLIENT's contract with AGENCY, any Search Engine Marketing campaigns (i.e. Google AdWords) set up and managed within the Agency's master account will remain the intellectual property of the AGENCY.
12. The validity, interpretation and performance of this agreement shall be controlled by and construed under the laws of the State of Pennsylvania.
13. This agreement contains the entire understanding of the parties and may not be modified or altered except upon a subsequent writing executed by CLIENT and AGENCY.

## AGENCY:

\_\_\_\_\_  
MOLLIE ELKMAN, President      Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

## CLIENT:

\_\_\_\_\_  
Print Name      Title

\_\_\_\_\_  
Signature      Date: \_\_\_\_/\_\_\_\_/\_\_\_\_