

# Tell me A STORY

Once upon a time, a pandemic known as COVID-19 wreaked havoc on the world. Real estate developers successfully kept their businesses going by learning to tell a story about why their development would be successful in a post-COVID 19 world.

WE CAN HELP YOU TELL

THE BEST STORY



HERE ARE 3 QUESTIONS

TO CONSIDER

1

Who is the **hero**?



*The consumer always saves the day.*



Examine trends that were already emerging and are now accelerating.



Understand who they are and how they have changed. What consumer trends are emerging?

2

Do I have the right **setting**?

**LOCATION FACTORS:**

*transportation  
school districts  
local competition  
health care  
job proximity*

Submarkets will matter even more. Tell the story of future resident life in that location.



3

Is the **plot** unique and exciting?



Fully understanding your target consumer will help you design highly desirable homes and amenities that do not exist in the resale market.