



APRIL NEWSLETTER

Communication and marketing drive sales for estates in Baldivis and Waikiki

Residential estate developer Rockingham Park is experiencing healthy sales in Waikiki and Baldivis with help from research and marketing by SMR.

Focused on selling 72 lots at Harrington Waters, Waikiki and another 43 lots at Heritage Park, Baldivis, in the next 12 months, Rockingham Park called in SMR.

The relationship between the two companies was already well established, with SMR engaged to run community focus groups when Heritage Park was initially launched, about six years ago.

In December, 2010 Heritage Park was set to re-launch its next stage so SMR was called in again to run more focus groups and produce a Marketing Strategy to facilitate sales.

A major focus was the introduction of a calendar of community events, reflecting the suggestions and attitudes of residents which resulted from the focus group process.

Planning for the events is already well underway and include an Easter Carnival; Wildflower Festival (with Sabrina Hahn from The Soil Sisters); Christmas Concert; School Holiday Program and Australia Day Concert with fireworks.

SMR was then asked to undertake research with Harrington Waters' residents, which also then fed into the estate's marketing strategy.

Rockingham Park's Tony Mendez said he was extremely happy with the communication and marketing work undertaken by SMR.

"The results of SMR's involvement can be seen across pricing, signage, print materials and more," he said.

"And we are already seeing sales results that relate directly to the marketing work SMR has undertaken.

"We are now excited to see what the next 12 months holds before launching Parkland Heights, Baldivis in September."