

Tools of the Trade

Strategic Planning

Branding

Lead Generation

Grand Openings

Realtor Promotions

Sales Center Merchandising

Sign Programs

David A. Hoke, MIRM

As a partner with BLF Marketing, David Hoke has worked with more than 30 home builders and banks over the past five years, including members of the Builder100. His passion for the home building industry began more than 20 years ago as the Nashville partner in a regional land development company.



David's background includes 12 years of domestic and international marketing experience with David Weekley Homes, Proctor & Gamble and AMSCO International. He is a licensed real estate broker and experienced in on-site new home sales. In addition, he served back-to-back terms as president of the Sales and Marketing Council (Home Builders Association of Middle Tennessee) and as a local director of the HBA. Hoke is a regular speaker at the International Builders' Show® and NSMC Meet-the-Expert events.

BLF Marketing, a full-service niche marketing firm, specializes in helping companies orchestrate marketing activities to increase revenues, market share and improve profitability.



BLF MARKETING

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Framing Success

Make Your Homes Stand Out
in a Challenging Marketplace



BLF MARKETING

Build on a Solid Brand

Never before has a strong brand been more essential than in today's challenging marketplace. Too many builders fail to purposefully develop a brand position that effectively relates to their potential homeowners. A great brand is more than just a logo or identity; it communicates the very heart and soul of your company. You need to be certain that your brand message is carefully crafted and consistently communicates why discriminating buyers should choose you above all others.

HOMES FASHIONED FOR LIVING.

NESTLED IN TWO WOODED COMMUNITIES.

KINGWOOD 799-5809
GRAND OPENING! Prices from the 140's to low 200's. Working trails, community pool, playground and clubhouse will make life memorable.
Call Sandy Petty for details.

AUTUMN OAKS 941-2177
Executive style homes from the 160's to low 200's. Rolling hillsides, underground utilities and sidewalks with a tree-lined address.
Contact Steve Jacobs today.

MODELS OPEN DAILY
Monday-Saturday 10:30 AM-6:00 PM
Sundays 1:00-6:00 PM
Special Appointments Anytime

PRESTIGE HOMES

Engage Your Buyer

The term "traffic generation" has broadened to "lead generation" as the world of online communication continues to evolve. In times past, good signage was all that was needed to deliver a steady stream of traffic to your model home. Today's prospective buyers are Internet savvy and expect more information before visiting your community or model. You must focus on communication vehicles that will cut through the clutter and reach your target audience with the appropriate message that encourages the desired response.

Cunningham Homes

Restoring the value of yesterday

Home
Neighborhoods
Search Homes
Customer Service
About Us
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A HOME is so much more than just a house. It's where you'll spend after a long day of work, gather with family and friends and watch your kids take their first steps.

At Cunningham Homes, we understand your home isn't the only one in the neighborhood, but to us it is...and that's the way it should be.

Active Adult Living

Why Cunningham Homes

Create an Emotional Experience

While online and conventional marketing resources provide valuable information during the home search process, the real test begins when the prospect visits your model home. Too many builders waste valuable resources attracting prospects, without delivering the anticipated experience at the sales center or model home. Make the extra investment so that everything your buyer can see, touch, smell or hear fits with your brand message and reinforces the emotional experience your buyer is seeking.

Don't Waste Another Red Cent On Rent!

More Home, Less Money.

Offering All Brick Homes in Williamson County

Chapman's Crossing ~ from the \$190's - \$280's

- Free kitchen appliance package with every new home
- Williamson County Schools
- Finished 2 & 3 car garages
- Underground utilities
- Playground & picnic areas
- Choose from a variety of floor plans from 1500 - 3200 square feet

For more information about Chapman's Crossing or any of our 10 communities, call the number listed or visit www.ole-south.com.

O-L-E SOUTH HOMES

20th Anniversary

20 Years of Building the South

20 Years of Building the South

20 Years of Building the South

Orchestrating Success

BLF Marketing has the experience and resources to support your marketing challenges. Since 1978, BLF has played a key role in helping real estate and financial service companies orchestrate marketing activities to achieve success. Through solid market planning, award-winning creative, and dependable execution and follow-through, BLF has built a reputation for delivering exceptional marketing services. Let BLF Marketing begin framing your company's future today.

SUMMERFIELD

Affordable wooded townhomes. Quiet neighborhood. Less than 5 minutes from Hickory Hollow. \$140's - \$200's

SUMMERFIELD

Wooded townhomes on rolling hills. Working trails. Less than 5 minutes from Hickory Hollow. \$120's - \$140's

SUMMERFIELD

Beach style living. Great community. Less than 5 minutes from Hickory Hollow. \$120's - \$140's

O-L-E SOUTH HOMES

Rivendell Woods
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OleSouth.com (615) 896-0019