NEW URBANISM
SALES AND MARKETING

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Selling and Marketing

• Selling is not marketing, selling is part of marketing
• Marketing starts long before there is product, selling starts after there is product
• The aim of marketing is to make selling superfluous
Urban Infill and Greenfield
New Urbanism

Location will have significant influence on composition of the New Urbanism concept in terms of land use, product mix, densities, lot sizes and design guidelines
Market Advice

- Placement and location of various land uses
- Product type
- Lot sizes, shape and frontages
- Lot orientation
- Product mix – the quality of variety
- Street layout – the quality of permeability
Market Advice (continued)

- Visitor car parking
- The quality of legibility
- The workability of the mix
- Subdivision features and desirability – the quality of visual appropriateness and richness
Design Guidelines

Designed to provide visual harmony among buildings through the use of appropriate architectural proportions, elements and details that foster the creation of a thoroughly designed and appealing community environment.
Community Education

- Sustainable and environmentally responsible development
- Robust urban places
- Housing variety to suit a broad market
- Travel choices – less dependency on the motor vehicle
- Responsive places – live – work – recreate
Conventional Subdivisions and New Urbanism

- Conventional subdivisions are at best master planned communities offering little if any variety of housing types
- New Urbanism offers a diversity of housing types and may include mixed use
- New Urbanism is fundamentally different from conventional subdivisions therefore its selling must be different
Upfront Development

Crucial to be able to demonstrate good architecture, quality construction, rich textures, street furniture and lighting, attractive streetscapes and places that invite people into the public realm
Stakeholder Education

• Stakeholders must realise that the sales process is no longer selling a quantity of mass produced blocks and packaged housing in a residential estate
• The sales process is more sophisticated and is about selling a way of life
• The selling process is slower and requires more time however premium prices can be achieved
The Right Selling Platform a Case Study

- You cannot sell New Urbanism in the same way as you sell a conventional subdivision
- You need the right selling platform
- You need to focus on selling concept not product
The End

New Urbanism Sales Agents

New Urbanism Marketing Consultants

Australian Congress for New Urbanism