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FAMILY REUNION

KW *Where Entrepreneurs Thrive*



KW NEW HOMES

POWERED BY LEGACY INTERNATIONAL

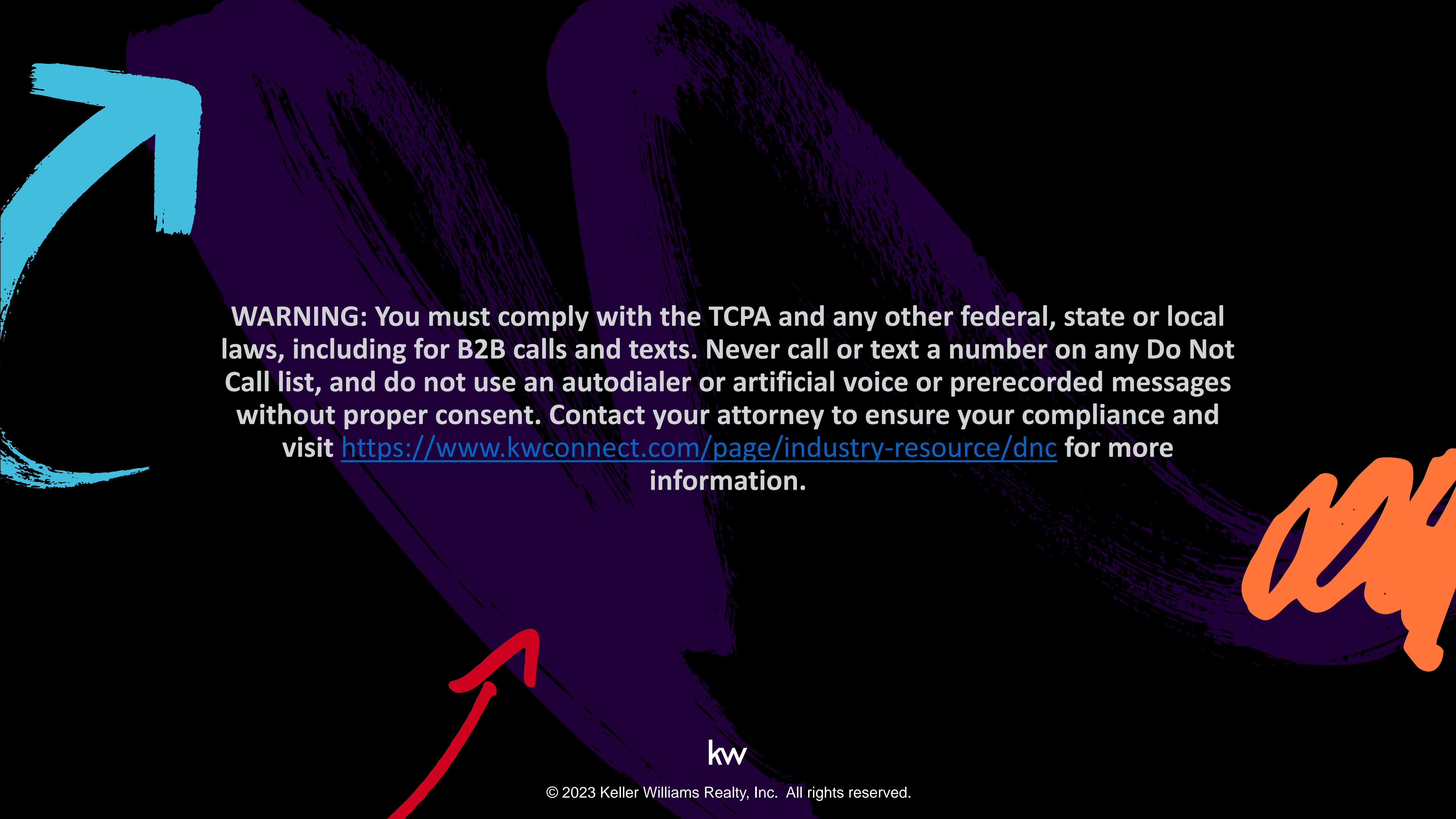
Get Paid to Buy Dirt

PRESENTED BY

Bill Houle, Community Leader
Pauline Dent, Regional Ambassador

kw

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Creating Successful New Home Communities Begins with Buying Land

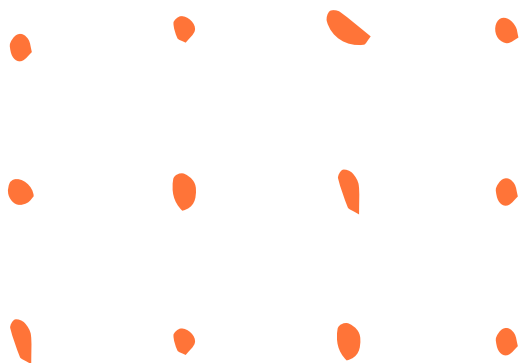
- **Land** = The foundation and starting point for every project.
- The current market is perfect for developers to ‘bank land’.
- Builders are delivering fewer spec homes due to the market.
- Builders typically pay cash for land (avoiding today’s high finance rates).





Three Types of Land in Developer Terms

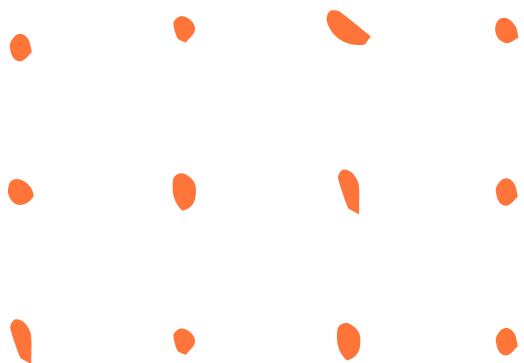
- **Raw Land** = Untouched, nothing has been done yet.
- **Semi-Cleared Parcel** = Trees, bushes and debris removed.
- **Improved Land** = Municipalities are digging trenches or completed power, water and sewer installations.





Smaller and Rural Land Parcels

- Public-connected utilities may not be available.
- Typically served by wells and septic systems.
- Underground improvement costs spread over smaller number of homes vs. masterplan with hundreds of homes.

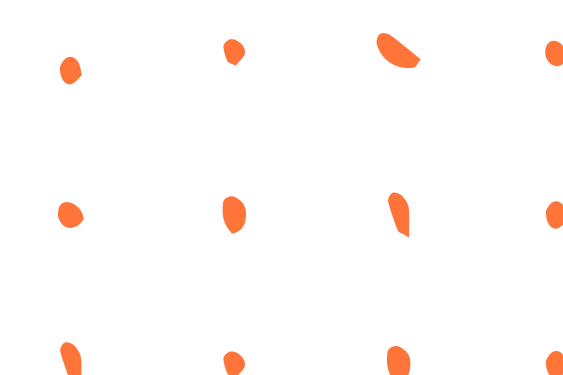
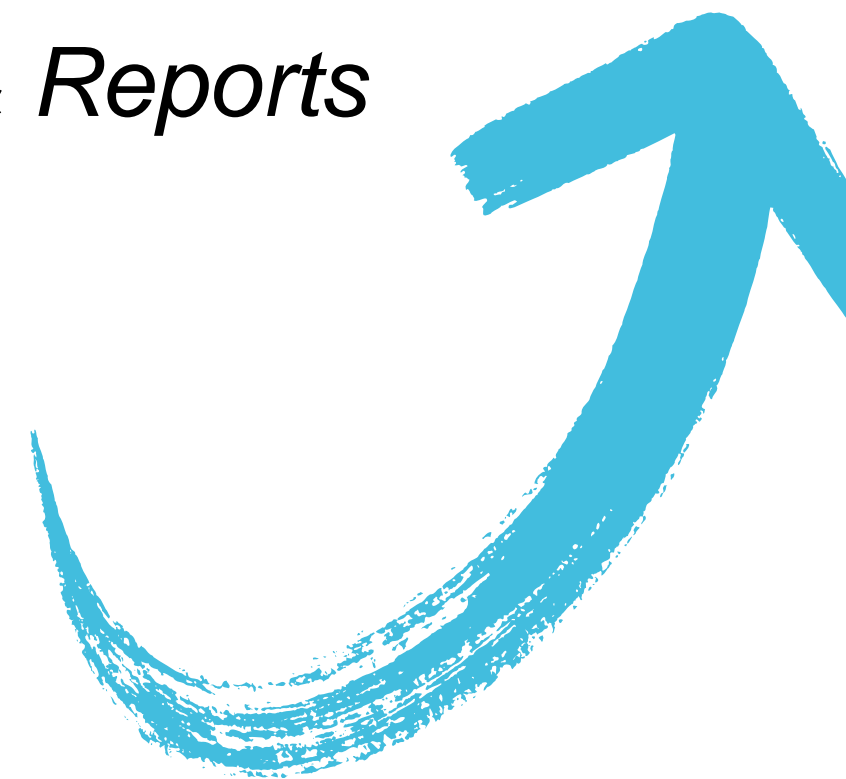




2021 U.S. Residential Land Sales

- A strong market, with land sales rising 6%.
- Surpassed the growth of commercial real estate properties.
- Accounted for 4% of total residential real estate sales.

Source: National Association of Realtors®: 2021 Land Market Surveys, Research & Reports

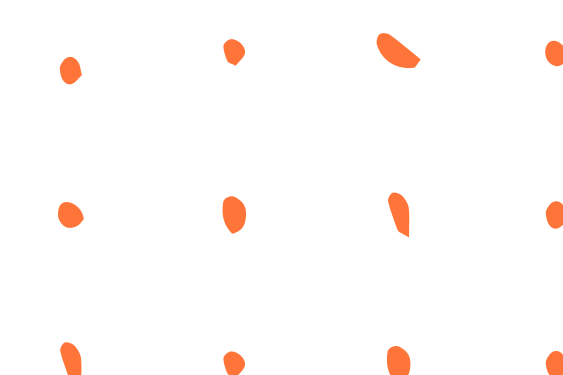
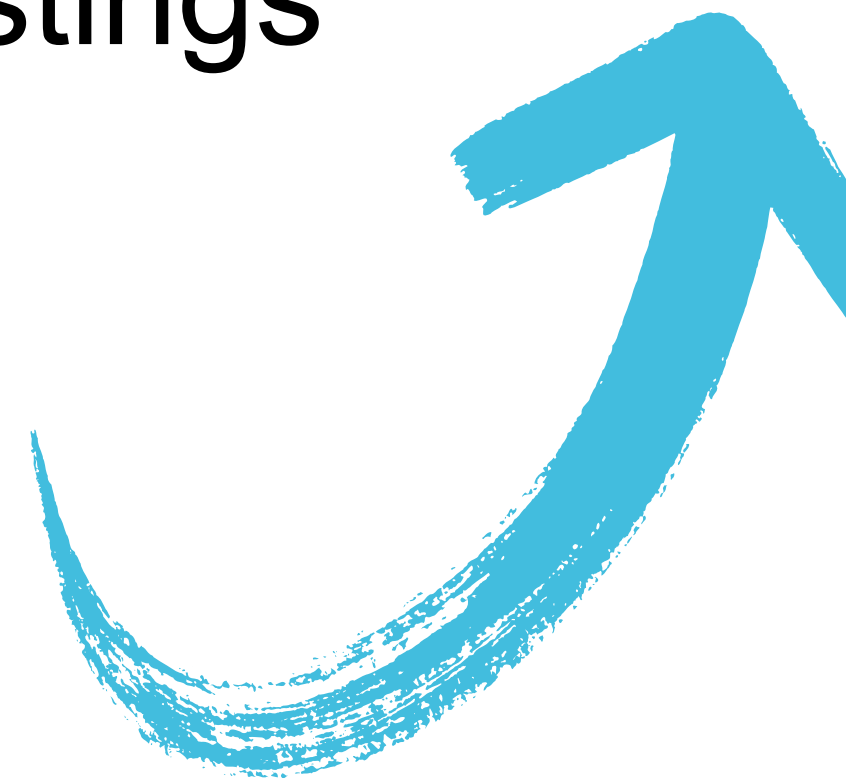




Agent Opportunities

KW New Homes focuses on helping KW agents create successful working relationships with builders

- Gives agents insight on builder land needs and preferences for future projects.
- Agents build credibility by implementing best practices when bringing buyers to a builder's sales team.
- Potential to change into helping 'Man Models', taking listings from contingent buyers and helping hunt for land.





KW New Homes: A Collaborative Effort

From finding land and the right builder partner to envisioning, marketing and community sell-out

**KW Local
Agent**

+

Legacy International

An Austin-based sales and marketing company with developer clients across North America

+

Regional Ambassador

Local area niche expertise helping to transform potential projects into reality

=

**Turnkey
Solutions for
Builders**



Coastal North Carolina Case Study



NOW SELLING!

**LUXURY TOWNHOMES
STARTING FROM THE \$500s**



**LIMITED AVAILABILITY!
CALL TODAY!**

252-680-2404
OceanBreezeOBX.com



Around Town

- BE THERE IN 5



902 S Virginia Dare Trail, Kill Devil Hills, NC 27948

WALK

1. Jack Brown's Beer & Burger Joint
2. Captain George's Seafood
3. Dare Devil's Pizzeria
4. The Bonzer Shack

PEDAL

1. Slice Pizzeria
2. 3 Tequilas Mexican Restaurant
3. Parrot Bay Gift Shop
4. JK's Restaurant
5. CVS Pharmacy
6. Five Guys
7. Destination Fun
8. 17th Street Surf Shop

RIDE

1. BELK
2. Food Lion
3. Publix Super Market
4. Lowe's Home Improvement
5. Wright Brothers National Memorial
6. Lost Treasure Golf
7. Run Hill State Natural Area
8. Outer Banks Disc Golf

ALEX MILLER-SAUNDERS | 252-680-2404 | OCEANBREEZEOBX.COM

DISCLAIMER: Times estimated based on weather and traffic conditions. See Sales Executive for details.

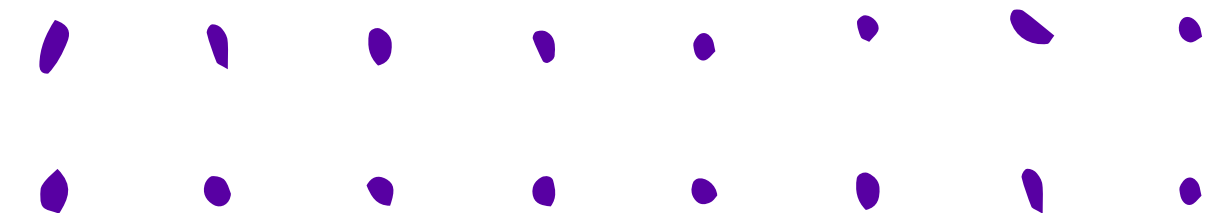




How it Worked...

- Began with a **KW agent** who found a prime land parcel.
- **The KW agent** had a relationship with a local builder and put a proposal together.
- **The KW agent** reached out to a **New Homes Regional Ambassador**.
- **The New Homes Regional Ambassador** pulled in **Legacy International** to utilize New Homes' developer suite of services.

Collectively, the group created a preliminary budget, critical path for sales, and marketing recommendations for the builder.

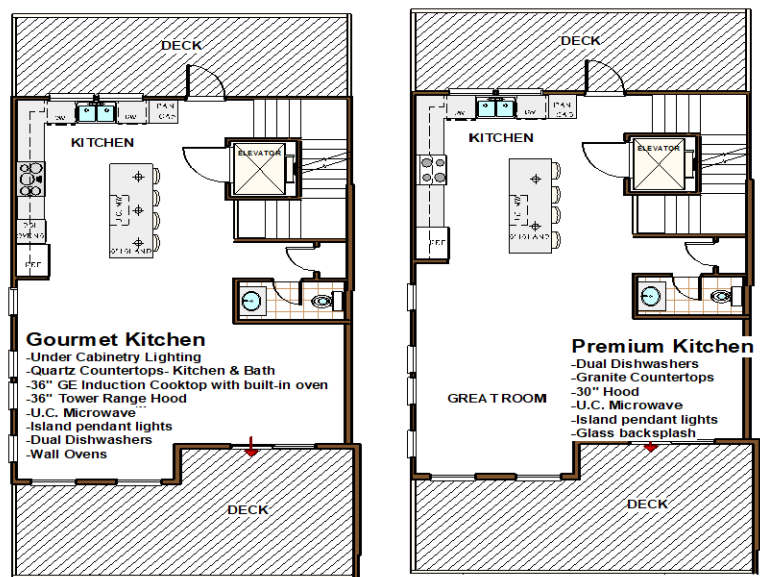


The Proposal

- Luxury townhomes from the \$500s
- 38 lock and leave residences
- 8 different floorplans
- Short and long-term rentals
- Amenities: swim pavilion, fitness center, recreation lawn & BBQs



Floorplan Examples



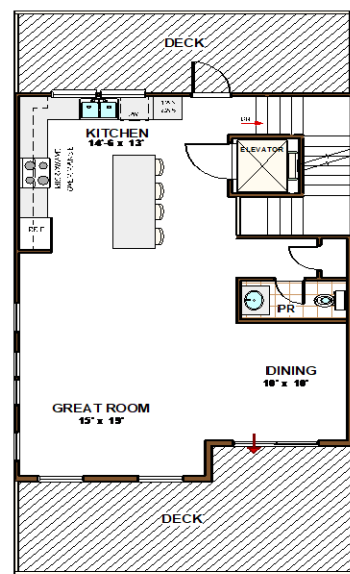
OCEAN BREEZE TOWNHOMES The Charlotte - A Unit



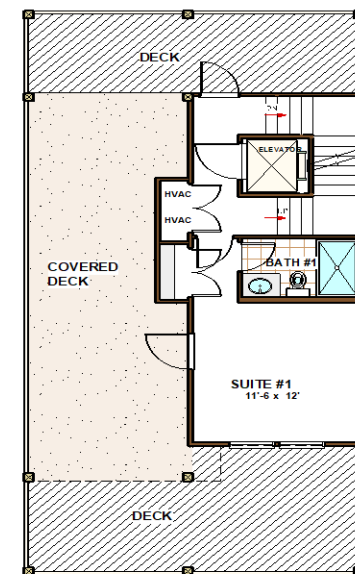
REAR ELEVATION

Standard Kitchen
-GE Profile Appliances
-Granite Countertops
-Above range microwave
HEATED AREA 1,824 SQ.FT.

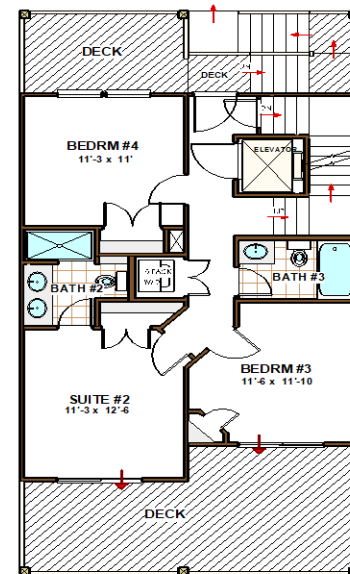
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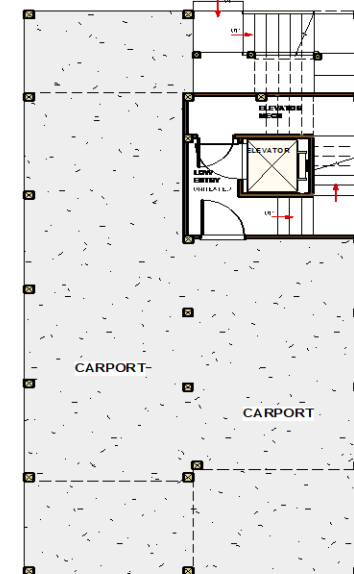
THIRD FLOOR PLAN



SECOND FLOOR PLAN



FIRST FLOOR PLAN



GROUND FLOOR PLAN

**OCEAN BREEZE TOWNHOMES
The Carolinian Unit**

THIRD FLOOR PLAN
-Gourmet Kitchen
-Under Cabinet Lighting
-Quartz Countertops- Kitchen & Bath
-36" GE Induction Cooktop with built-in oven
-36" Tower Range Hood
-J.C. Microwave
-Island pendant lights
-Dual Dishwashers
-Wet Bar
-Wall Ovens

HEATED AREA 4,821 SQ.FT.

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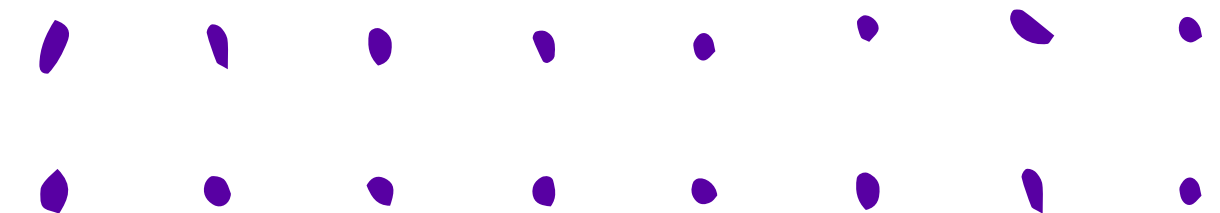
FIRST FLOOR PLAN
GROUND FLOOR PLAN





Marketing Budget and Sales Plan

- Total budget just over \$20,000
- New Homes Developer Services Included:
 - Logo and branding
 - Website with search engine optimization
 - Photography and drone video
 - Signage, floorplans, renderings and brochures
 - KW Command for database-building
- Reservation and launch sales system





Ocean Breeze Development Photos

Raw Land



Improved Land



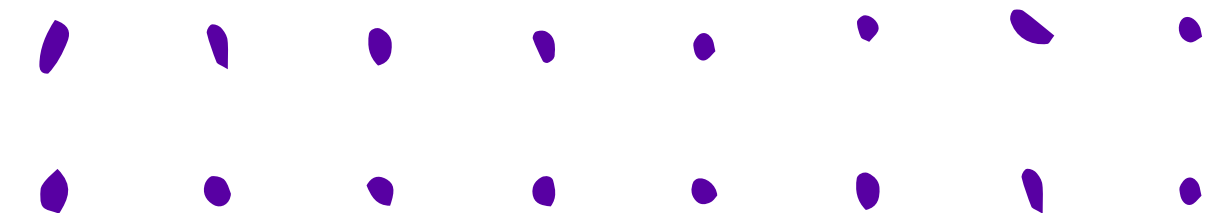
Construction Phase





The Results

- \$22 Million in pre-sales
- Sold out with a \$20,000 marketing budget
- Costs = less than \$1,000 per unit
- Regional ambassador generated a database of 14,000+ prospects through KW Command





How do Agents Find Land?

1. Locate the epicenter of new construction communities in your area.
2. Zoom out ~ 30-35 miles from the epicenter.
3. Consider intended developer use.
 - Masterplan/Mix-use
 - Single-family
 - Multi-family
 - Condominium





Considerations for Evaluation Land

- Not all builders are attracted to the same opportunities.
- Important to understand the design of each parcel.
- Must know county allowances for subdividing and building.

It's all about bringing the right parties together!



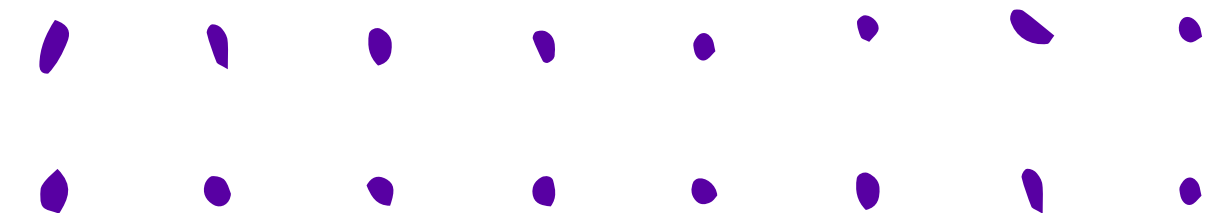


Other Land Considerations

- What zoning is needed? R1, R2, R3?
- Does the land have existing roads?
- Does the land contain trees and streams?
- Proximity to toxic waste, septic systems, landfills
- Proximity to airports, train tracks and power plants
- Any restrictions or easements?
- Consider grading, drainage and contour of the parcel
- Detention requirements (storm planning)
- Historical or archeological designation?



Source: <https://www.fortunebuilders.com/raw-land-investing/>

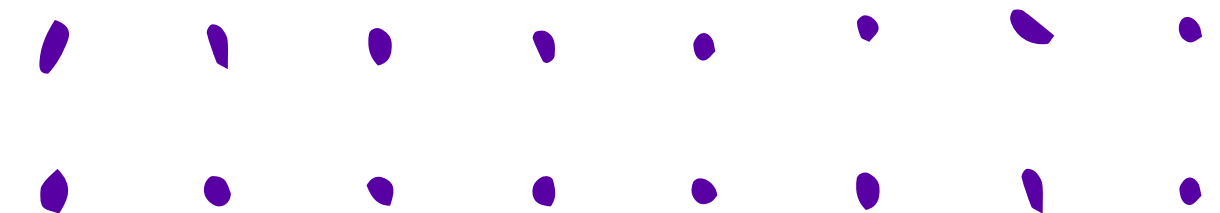




Economic Feasibility of the Land

- Consider the costs for improvements to land.
- A traffic impact analysis may be required.
- Could environmental obstacles delay progress?
- Studies, plan preparations and approvals cost money.
- Understand the 'big picture' to craft your proposal with estimated costs and timelines.

Source: <https://www.fortunebuilders.com/raw-land-investing/>





Resources for Finding Land

- KW Land
- KW New Homes
- Regional community ambassadors
- Online Sources; i.e. LandAdvisors.com
- Local BIA – Building Industry Association
- County Planning Meetings
- Area Economic Summits
- Lobbyists & Political Advisors

Is your area a hotbed for land development?

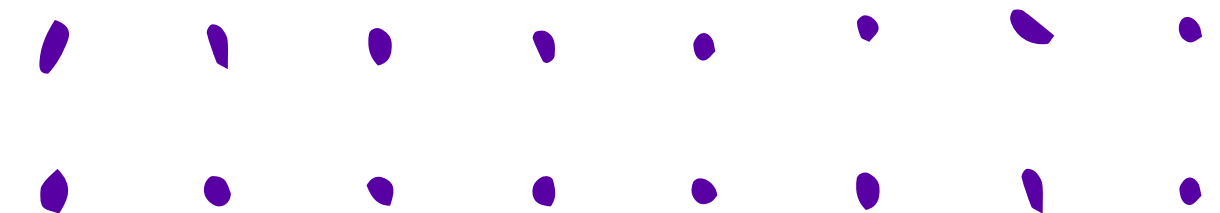




Top Ten Markets for Land Development

1. Dallas, Texas
2. Houston, Texas
3. Newark, New Jersey
4. Phoenix-Mesa-Chandler, Arizona
5. Atlanta-Sandy Springs-Alpharetta, Georgia

Sources: <https://money.com/cities-with-the-most-new-homes/> and <https://theamericangenius.com/housing/big-data/these-50-us-cities-have-the-most-new-construction-homes/>

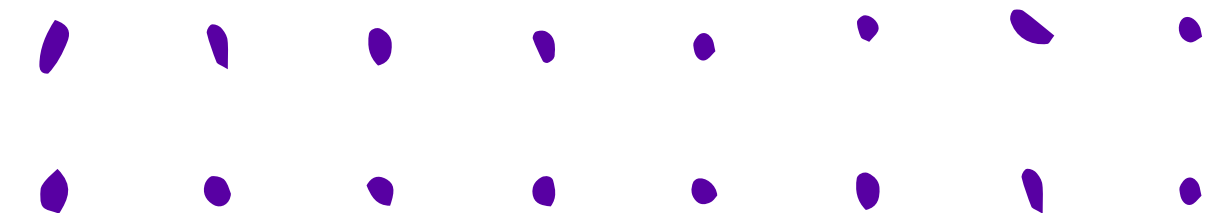




Top Ten Markets for Land Development

6. Anaheim-Long Beach, California
7. Arlington-Alexandria, Virginia
8. Chicago-Naperville-Elgin, Illinois
9. Miami-Ft. Lauderdale-Pompano Beach, Florida
10. Denver-Aurora-Lakewood, Colorado

Sources: <https://money.com/cities-with-the-most-new-homes/> and <https://theamericangenius.com/housing/big-data/these-50-us-cities-have-the-most-new-construction-homes/>





Matching Developers with Deals

1. Create 'Builder Evaluation Forms' to keep track of builder preferences for upcoming projects.
2. Determine builder 'Hot Buttons' for strategic impact.
3. Package your findings. Including maps, photos and research sources. Be clear and concise.





Creating Successful Presentations

1. Propose a price offer based on the market conditions.
2. Structure the deal to include your 'Finder's Fee' and for exclusive listing rights for future homes.
3. Get the builder to sign an NDA (non-disclosure agreement) to protect yourself.





Getting Paid to Play in the Dirt

- Get paid for making the land deal.
- Get paid on future builder listings.
- Get paid by buyers – the database you build will spill over into sales in other communities.
- Create a farm after the builder moves on. Get paid on each and every resale.

New Homes is here to support you!



SESSION EVAL



Get Paid to Buy Dirt
Bill Houle and Pauline Dent



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THANK YOU!

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