



1. Review / Finalize Engagement Agreement - Establish Stage 1 and Fees
2. Site Visit with Development and Project Management - Introduction
3. Assign Stage 1 Legacy Sales Team Leader
4. Review Arrival Sequence Welcome Center, Signage, Impact Tour and Experience Package
5. Interview and / or Identify all parties involved in "Project"
 - Owner(s) Database
 - Stakeholders - Ownership, Development and Project Team (Including Past Sales and Marketing Personnel)
 - Land, Vertical and Maritime Architects / Builders
 - Hospitality - Central Service Manager (HOA / Club Memberships / Rental Programming)
 - Area/Regional Broker Ambassador Network (Power Brokers)
 - State, National and International Brokerage (Target Market HNW Lists)
 - All Potential Strategic Relationships (Hotelier, Golf, Boating, Club and More)
6. Review Absorption Assumptions and Requirements
 - Market Statistics
 - Land Plan and Phasing Considerations
 - Current and/or Planned Market Segmentation
 - Builder Capability
7. Evaluate Feasibility Study and Market Research (Focus Groups) --> Target Confirmation
8. Positioning Meeting and Critical Path
 - Go or No Go (Timing)
 - Story --> What is "The Project"? (Master Site Plan, Activity Centers and Offering Diversity)
 - Current Collateral, Web And PR
9. Sales & Marketing Meeting (Offering, Dates, Future Collateral & Channels)
 - Where We've Been, Where We Are, Where We're Going --> One of a Kind...Call to Action
10. 90-120 Day Deliverables = Detailed Research, Strategic Marketing Plan and Critical Path/Budget