



**MASTER
PLANNING.
MASTERFUL
RESULTS.**

You have a vision. We can help you bring it to life successfully. Our collaborative, data-driven and transparent approach to market analysis and master planning consistently results in plans that meet consumers' needs and exceed sales expectations. From blue sky planning to renovation and expansion, see the results we helped produce for five thriving communities.

ALWAYS THINKING



LOVE
& COMPANY

BROADMEAD | COCKEYSVILLE, MD

92% expansion presales in 4 months

After completing a competitive positioning and pricing analysis, plus a market demand analysis, Love & Company recommended Broadmead reposition itself through major renovations to amenities and healthcare, adding additional, larger residences to fund the project. We developed recommendations for the types, sizes and pricing of the new residences, then validated the concepts and pricing through consumer research. Presales were highly successful, reaching financing goals many months ahead of schedule.



Services:	Board Education; Development Team Support; Market Demand Analysis; Residence Size, Mix and Pricing; Concept-Validation Consumer Research; Brand Development; Sales Training & Coaching
Expansion Size:	52 residences
Residence Type:	Hybrid Home-style Apartments

PENNYBYRN | HIGH POINT, NC

Exceeded presale goal during COVID

Pennybyrn had enjoyed a long partnership with Love & Company when the time came to plan an apartment expansion. After reviewing the community's existing inventory of residences, plus evaluating market area home values, Love & Company developed plans for the types and sizes of residences, plus market-appropriate pricing. The results were presales that met the financing goal well ahead of an aggressive schedule, despite in-person appointments being shut down by the pandemic.



Services:	Market Demand Analysis; Residence Size, Mix and Pricing; Marketing Program Advisory Services
Expansion Size:	42 residences
Residence Type:	Mid-rise Apartment Building

TRINITY LANDING | WILMINGTON, NC

Presales 8 months early, 44% under marketing budget

When Lutheran Services Carolinas began developing a new waterfront community, it engaged Love & Company to evaluate demand, review the competition and develop pricing recommendations for apartment and hybrid home residences. After consumer research revealed entrance fees could be increased without impacting demand, presales proceeded far ahead of projections—so far that Trinity Landing exceeded its presales timeline despite 45 additional residences being added into Phase I.



Services:	Development Support; Market Research; Consumer Research; Marketing Planning; Integrated Marketing
Size:	184 residences (original plan was for 139)
Residence Type:	Apartments, Hybrid Home-style Villas

JOHN KNOX VILLAGE | POMPANO BEACH, FL

105 presales (72%) in 7 months

Love & Company took the lead in helping long-time client John Knox Village plan a major expansion that replaced many older residences while substantially upgrading amenities. We completed extensive market and competitive analyses, including detailed pricing studies, before mapping out a plan for the types, sizes and pricing of the new high-rise residences. Positive feedback from consumer research presaged strong sales results, as JKV reached its financing goal more than a quarter ahead of schedule.



Services:	Development Team Support; Market Demand Analysis; Residence Size, Mix and Pricing; Concept-Validation Consumer Research; Marketing Planning; Integrated Marketing
Expansion Size:	146 residences
Residence Type:	High-rise Apartment Building

WESTMINSTER CANTERBURY | RICHMOND, VA

56 presales (57%) in first 2 months

When Westminster Canterbury Richmond purchased additional land adjacent to the community, it turned to Love & Company to map out plans for the new residences. After completing extensive market and consumer research, we developed size and pricing recommendations for 42 apartments and 56 hybrid home residences. After a strong year of generating priority deposits during COVID, 10% presales were launched in late August of 2021, with sales far exceeding expectations.



Services:	Development Team Support; Market Demand Analysis; Residence Size, Mix and Pricing; Consumer Research; Marketing Planning; Integrated Marketing; Sales Training & Coaching
Expansion Size:	98 residences
Residence Type:	High-rise Apartments, Hybrid Home-style Apartments

Blue sky. Renovation. Repositioning. Expansion. No matter what your vision, including Love & Company in your master planning will help you bring it to life with masterful results.



To learn more about our unique approach, reach out to Tim Bracken today at **410-207-0013**, or **tbracken@loveandcompany.com**.

7490 New Technology Way, Suite A • Frederick, MD 21703 • 301-663-1239
loveandcompany.com

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