



**MASTER  
PLANNING.  
MASTERFUL  
RESULTS.**

**You have a vision. We can help you bring it to life successfully.**

Our proprietary approach to market intelligence consistently results in plans that meet consumers' needs and exceed sales expectations.

From blue sky planning to renovation and expansion, see the the results that show our value when providers partner with us from research through presales.

ALWAYS THINKING

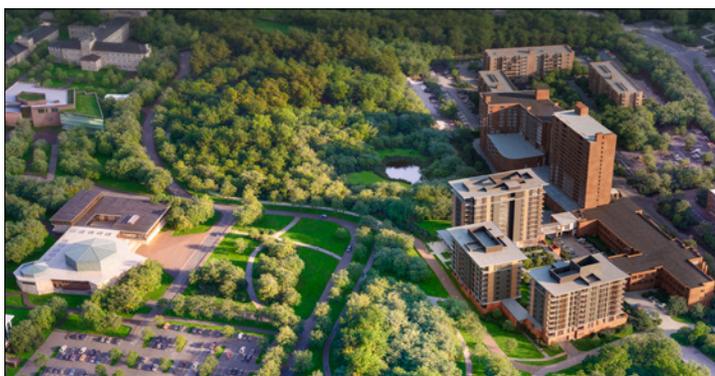


**LOVE**  
& COMPANY

## EDENWALD | TOWSON, MD

### 125 presales within three months

When Edenwald partnered with the adjacent Goucher College to become a college-enriched community, it turned to Love & Company for market feasibility and consumer research, and to craft a presales plan and update the well-established community's brand. The market responded, as the expansion passed its 69% presales goal on 125 residences within two months of starting conversions, sold out within six and the existing occupancy increased by six points.



<b>Readiness Services:</b>	Development Support; Market Research; Consumer Research
<b>Expansion Size:</b>	125 residences
<b>Residence Type:</b>	Apartments
<b>Marketing Services:</b>	Branding; Marketing Planning; Lead Generation; Sales Support

## WESTMINSTER CANTERBURY | RICHMOND, VA

### 56 presales (57%) in first 2 months

When Westminster Canterbury Richmond purchased additional land adjacent to the community, we mapped 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. We generated 10% deposits so quickly that Westminster Canterbury moved 20 residences forward into Phase 1, increasing the expansion to 118. Still, we reached the new 70% presales goal six months ahead of schedule.



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

## TRINITY LANDING | WILMINGTON, NC

### Presales 8 months early, 44% under marketing budget

When Lutheran Services Carolinas began developing a new waterfront community, we evaluated demand, reviewed the competition and developed pricing recommendations for apartment and hybrid home residences. After consumer research revealed entrance fees could be increased without impacting demand, Trinity Landing met its presales goals eight months ahead of schedule despite adding 45 additional residences into Phase I.



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

## 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.



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

# PENNYBYRN | HIGH POINT, NC

## Exceeded presales 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.



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

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.



Sara Montalto, Senior Vice President of Strategic Services, leads our market intelligence team, with more than 20 years of research and development experience with leading national developers.

To learn more, contact Wayne Langley at **925-481-8904** or [wlangley@loveandcompany.com](mailto:wlangley@loveandcompany.com)

110 Thomas Johnson Drive, Suite 450 • Frederick, MD 21702 • 301-663-1239  
**loveandcompany.com**

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