

Harford Village

Situation Harford Village is a “Land Lease Community” that creates a neighborhood-like environment by leasing plots to owners of manufactured homes. Like condominium-based communities, Harford Village adds value by maintaining paved roads, sidewalks, and landscaping of common grounds. Harford Village also operates a community clubhouse, pool, and a playground. Established over 40 years ago, Harford Village offers the benefits of home ownership in a friendly community at a very affordable price without real estate taxes. It appeals to young families, people trying to escape urban rental apartment life, and retirees.

Given that this is an unconventional approach to home ownership, there is a constant need for educating prospects about the benefits of this concept and how it works. Harford Village approached Channel Communications in 2012 to help them reach more prospects and increase their conversion rate.

Solution Channel implemented two approaches:

- *Classic Direct Mail:* A package consisting of a letter, response form, and a brochure was created and directed at apartment dwellers in the surrounding area.
- *Online Pay-Per-Click:* An inventory of keywords was developed representing searches for affordable housing in the local area. A standard pay-per-click, adword program was instituted on Google, Yahoo, and Bing to respond to with ads from Harford Village that would direct searchers to the Harford Village website if they clicked through.

Results The new website designs were delivered on-time and on-budget and the client was thrilled with the outcome as well as the easy working style of Channel Communications and the entire team. Their web design process was clear, efficient and effective for a very complex website.

HARFORD VILLAGE
1115 Paul Martin Drive • Edgewood, MD 21040



Own a home for the price of rent.
Take a new home tour before Nov. 30, 2013 and receive a **\$25 Target Gift Card**

HARFORD VILLAGE
1115 Paul Martin Drive • Edgewood, MD 21040 • 410.510.7868 • fax: 410.679.3562

Dear Friend,

It's early Saturday morning. Once again, you are awakened by footsteps upstairs. During dinner with friends, you are interrupted by a clamor in the hallway. The following week, you are informed that your rent is being increased...

Wouldn't it be nice to live in a home of your own?

Allow us to introduce you to a friendly little community called Harford Village in Edgewood, Maryland.

Our comfortable, expertly constructed, single-family homes are energy efficient and neatly landscaped. There's plenty of neighborhood green space, and your fee includes use of the pool, playground, the recently constructed community center, and more.

Imagine a new home as affordable as paying rent, located in a friendly neighborhood nearby.

A new home in this quiet neighborhood ranges from \$45,000 to \$60,000. Pre-owned homes start at \$12,000. Affordable monthly payments, with no real estate taxes make this an amazing value.

Best of all, since you own your own home, but only lease the land, prices remain affordable. And, you'll have the peace of mind of knowing that Harford Village has been owned and managed by the original developers for over 40 years.

Call 410.510.7868 to schedule a tour. We have a large selection of new and pre-owned homes.

We're so confident that you'll feel right at home at Harford Village that we'll give you a free \$25 Target Gift Card just for taking a tour. Please schedule your visit before Nov. 30, 2013, and bring in the completed coupon below to receive your gift.

Call today. You'll discover how easy it is to start building real home equity, while creating a more secure future for you and your family.

Sincerely,

Sam Carson
Sales Manager

Call 410.510.7868.
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Call us before Nov. 30, 2013 to schedule a tour of Harford Village. Fill out this coupon and bring it with you to receive a \$25 Target Gift Card.

Name: _____ Phone: (H): _____ (C): _____
Address: _____ City: _____ State: _____ Zip: _____
email: (HOME): _____ (WORK): _____

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