

MAILER:

Lennar San Diego

OBJECTIVE:

Lennar San Diego faced the challenge of promoting 5 new luxury single family communities to real estate brokers and agents in the San Diego DMA.

SOLUTION:

eTargetMedia implemented a highly successful email marketing campaign for the leading real estate developer that targeted real estate agents and real estate brokers in the San Diego DMA, including Inland Empire, Riverside, San Bernardino, Orange County and Los Angeles County. The campaign segmented an audience of highly responsive real estate agents from our Real Estate Professionals file who are regularly searching for new home communities to promote to their clients. The campaign announced Lennar's 5 new luxury single family home communities in the North County area of San Diego and promoted Lennar's 4% broker co-op program for sales on select homes by the end of the month. The creative also featured information about the communities, starting prices, buttons to view the communities, schedule a private self tour, a guided tour and more.

OUTCOME:

The email marketing campaign resulted in an extremely high open rate and strong click-through rate as well as a strong conversion rate. The client reported an increase in website traffic and tour registrations as a direct result of the campaign.



Lennar San Diego
LennarSanDiego@Lennar.com
 888-823-1935

Find your clients'

HOME

IN NORTH COUNTY

Earn a 4% Broker Co-Op*

5 New Communities Now Selling!

Introduce your clients to their dream home with incredible options in North County that are now selling! Take advantage of a **4% broker co-op on select homes that sell by 5/31** and get your clients in the home they've been dreaming of with today's historically-low interest rates! From single-family homes to attached low maintenance designs, prices range from the \$400,000s to the \$700,000s.

We now offer private self-tours so you can tour the model homes on-site on your own. Just provide a few pieces of information and we'll send you a unique code to access the freshly-cleaned model homes of your choice.

View Communities



Schedule a private self-tour

Schedule a guided tour

Contact Lennar

Contact Us

Stephanie Norris & Angela Carlson
888-823-1935

Stay connected to Lennar

Text Now
Chat Now
f
t
p
v
@

#ILoveLennar

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