

## MAILER:

Lennar

## OBJECTIVE:

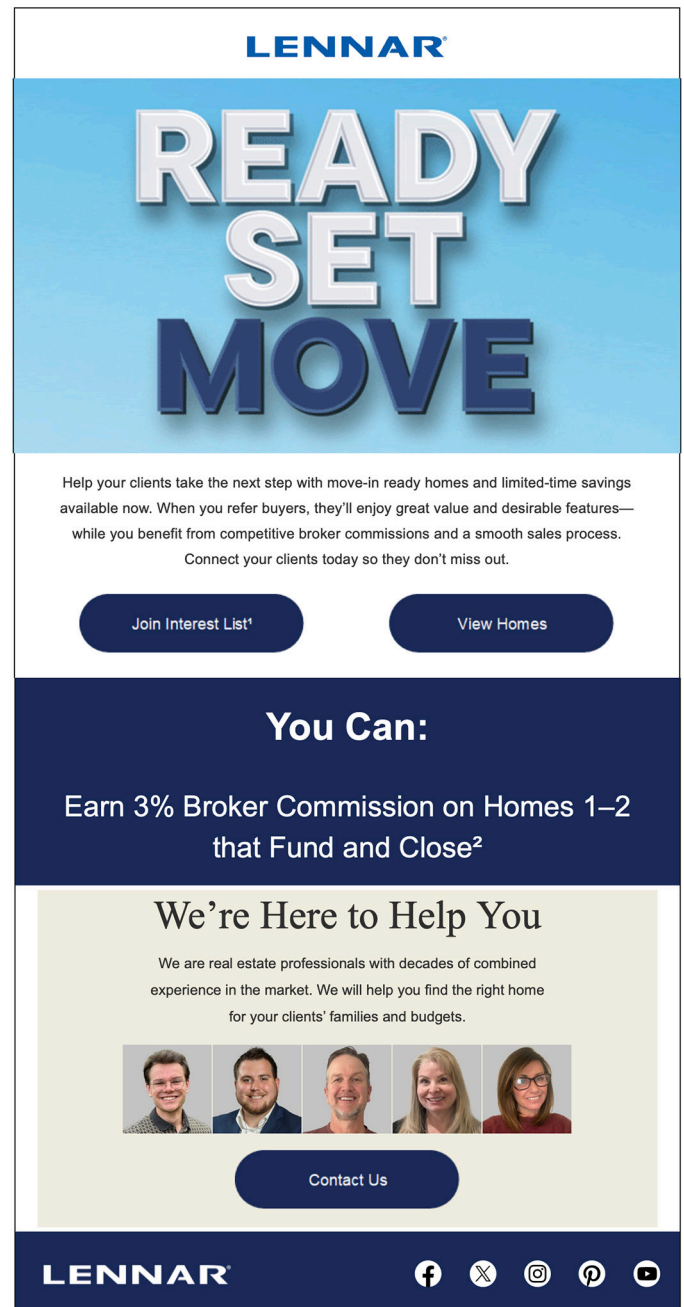
Lennar faced the challenge of increasing home sales and promoting their move-in ready homes to Colorado Springs real estate brokers.

## SOLUTION:

Lennar wanted to reach potential new real estate brokers who currently had clients looking for move-in ready homes in Colorado Springs. Lennar was offering very competitive broker commissions and limited-time savings for home buyers so they needed to reach real estate brokers quickly while the special rates were still available. eTargetMedia planned and executed a strategic email marketing campaign that targeted Realtors and Real Estate Professionals in Colorado Springs, Colorado. This audience was selected because these brokers are motivated to sell and would be very interested in joining Lennar's real estate broker program as Lennar is one of the leading home sellers in the area. The email promotion offered Realtors 3% to 4% commission on new homes closed by year-end 2026 and the email also detailed a limited-time 3.99% fixed-rate buyer offer requiring financing through Lennar Mortgage. The creative included multiple CTAs including join the interest list, view available homes, and contact us.

## OUTCOME:

The email campaign saw excellent results with high open rates, strong click through rates and a high broker enrollment rate.



The screenshot shows the top portion of an email campaign. At the top is the Lennar logo. Below it is a large blue banner with the text "READY SET MOVE" in large, bold, white and blue letters. Underneath the banner is a white box containing text: "Help your clients take the next step with move-in ready homes and limited-time savings available now. When you refer buyers, they'll enjoy great value and desirable features— while you benefit from competitive broker commissions and a smooth sales process. Connect your clients today so they don't miss out." Below this text are two buttons: "Join Interest List" and "View Homes". The bottom section of the email has a dark blue background with the text "You Can: Earn 3% Broker Commission on Homes 1-2 that Fund and Close<sup>2</sup>". Below this is a white box with the heading "We're Here to Help You" and text: "We are real estate professionals with decades of combined experience in the market. We will help you find the right home for your clients' families and budgets." Below the text are five small portrait photos of real estate professionals and a "Contact Us" button. At the bottom of the email is the Lennar logo and social media icons for Facebook, X, Instagram, Pinterest, and YouTube.

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