



Green View Realty

Executive Summary Marketing Plan

The Marketing plan for this project will employ a two pronged engagement with Real Estate Marketing Firms.

One prong would be the selection of a special marketing firm that will organize and legitimize the sale of the Affordable Units under the guidelines and procedures established by Massachusetts DHCD. This specialized unit will manage the Lottery selection of the eligible purchasers including prescreening, qualification, verification and selection of the families eligible to purchase an affordable unit. Ongoing oversight of the affordable units will be managed by Holliston Housing Authority. Demand for this product will far exceed the supply and will be throttled by the phases of construction and designated units within each phase.

The second prong for market rate units will be marketed by a Real Estate Broker, carefully selected for their experience and performance for marketing new construction condominiums in the Holliston Area. Marketing will target markets from all of New England as the project will emphasize its Green and Sustainable Energy component that will attract buyers within a larger reach of traditional new construction projects. The sustainable energy component of the project will be a separate entity superimposed on the entire project and will discount the cost of energy to the homeowners within the community.

The sustainable energy component will supply large scale photovoltaic electric power for use by the site utilities and the individual residential units. This concept, although not unique to Cedar Ridge Estates, will be rarely found in new construction. Furthermore the concept will help to overcome any reservations emanating from the former Brownfield status of some parts of the site. The project will seek and obtain a LEED Certified status to further enhance the environmentally friendly footprint of the project.

The construction of the project is projected to take five years with a four phase four year selling period beginning after one year of site preparation. The absorption analysis supports this building rate and fits within the economic model for the financing of the project. Potentially the project may benefit by a housing shortage created by the placement and construction of a Casino in the local area and will likely be within a 45 minute commute of the new Casino.

Holliston is a desirable community that attracts higher median income citizens and it boasts a superlative school system ranking high among Massachusetts school systems. The price point is well within the predominant housing prices in town and will attract families as the project is permitted for three bedroom units that will attract younger families and retiring citizens downsizing their living space requirement. Holliston is located just inside interstate 495 and within five miles of two highway interchanges that make the location easy to commute both north and south and easterly by way of the MA Turnpike. A MBTA train station is also easily accessible.

The marketing will be supported by a neat and organized site maintained by the General Contractor. Quality of construction will be paramount and used to support the desirability of purchasing a home at this project.

Overall the property will market well due to location, environmental theme, quality and eye appeal.

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