

**OVERVIEW OF MARKETING PLAN FOR CHARMONT
BY THE DEVELOPER'S PROPERTY MANAGEMENT COMPANY
(AVAILABLE EXCLUSIVELY TO MAVERICK INVESTORS™ !)**

ON-SITE SALES OFFICE

To be staffed on a full time basis, upon completion of the clubhouse/sales center, with experienced agents who have been given the tools to succeed and an incentive program with strong earnings potential.

CHARMONT WEBSITE:

We will create and maintain the official Charmont website, which will assist future residents with photos, virtual tours, descriptions, maps, information on schools, medical & shopping/dining/ entertainment options, and much more. Downloadable documents, a sense of quality living & accessibility will be key ingredients to a successfully marketed community. This well designed professional website will convey the message we need to send and be built for effective search engine ranking.

The Charmont website will also be linked to a third party vendor of print and on-line media tools designed specifically for tenant lead generation. From this website prospects can view floor plans, see pictures, do virtual tours, see pricing and availability and make requests for more info. "Apartment Finder" is maintained by Network Communications, Inc. (NCI), the largest national publisher of local printed and online magazines for the real estate market. NCI distributes more than 13 million magazines each month, representing more than 650 markets in the U.S. and Canada. In addition, NCI distributes its content through a world-class proprietary online network of more than 18 websites serving millions of consumers searching for a home or apartment.

PRE-LEASING CAMPAIGN

While homes are still under construction, we will be actively marketing them in an attempt to have tenants lined up as soon as the home is complete!

IN-PERSON MEETINGS WITH LOCAL EMPLOYERS

We will arrange direct face-to-face meetings with HR directors of major local employers. The goal of these meetings will be to get them to commit to the following:

- 1.) Include info on Charmont in the packets they currently send out to new hires
- 2.) Place Charmont flyers in employee mailboxes
- 3.) Permit flyers to be posted on bulletin boards, in break rooms...

The following is a short list of some of the companies Baleu will target:

Mobile Aerospace	3,000 employees	Mobile
Standard Furniture	1,400 employees	Bay Minette
Mobile Lumber	611 employees	Bay Minette
Ace Hardware Distribution	310 employees	Loxley
Quincy Compressor	150 employees	Bay Minette
International Paper	130 employees	Bay Minette
Mercy Medical	425 employees	Daphne
Flowerwood Nursery	260 employees	Loxley
Baldwin EMC Countywide		
Eastern Shore Center		Malbis
Sam's Club		Malbis
Bass Pro Shop		Spanish Fort
New Toyota & Honda Dealerships		Malbis

We will also target local college job fairs where all HR directors have booths set up. These are great opportunities to meet HR directors.

DIRECT MAIL

Post Cards will be used in local direct mail campaigns to be directed to apartment complexes and other renter address databases.

SIGNAGE

Signs are the number one lead source for buyers/renters in most real estate markets. Professionally designed and printed signs will be needed to draw traffic to the community and introduce the amenities available.

- 4'X6' Community Sign – Will detail community amenities available, rent ranges and availability.
- 4'X6' Pool/Clubhouse Sign – Architectural renderings will create the vision of these amenities

before they exist.

- 3'X5' Directional Signs (2) – Will be placed at key intersections of Hwy. 64/Hwy.90 and Hwy. 66
- 18"X24" Directional signs (20) – Will be used to guide traffic to the community from Hwy 181 & Hwy 59.

Print Advertising

The nine (9) local newspapers will be used as a vehicle for generating tenant leads. The largest circulation on the Eastern Shore and in the Loxley area belongs to the Mobile Register – Baldwin Edition. We will use daily classified line ads and weekend display ads in the Register. All ads will contain the community web address.

The Gulf Coast Newspaper's "Baldwin Combo" is a consortium of 8 local newspapers that are printed 2 to 3 times per week. These papers include the: Fairhope Courier, Daphne Bulletin, Baldwin Times, Independent, Foley Onlooker, Elberta-Lillian Ledger, Islander and Spanish Fort Sun. We will use daily classified line ads to promote the property. All line ads will contain the community web address.

Additional "Free" Advertising

In addition to the paid marketing channels listed above, we will also employ several "free" marketing Sources, including:

Our own websites

Craigslist listing with full color photos and virtual tour

Property flyers in our Baleu info boxes at other properties

Placement of property flyers in area visitor center info boxes

Networking meetings with the Baldwin County Economic Alliance "Affordable Housing Committee"

Bulletin board info sheets (with tear off ads) placed at local employment offices and stores

Networking with real estate agents in our affiliate brokerage company (ERA Platinum Properties)

Rental listings in the Mobile and Baldwin County MLS

Lease/Option listings on Homes.Com, ERA.Com

