



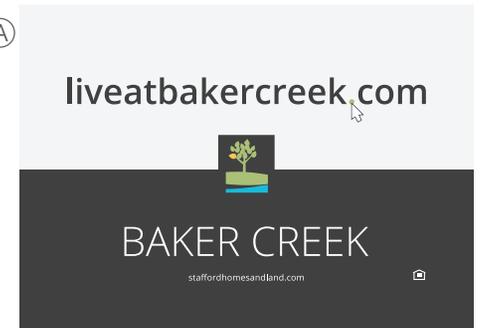
Ⓑ

**PRE-MARKETING SIGNAGE + WEB LANDING PAGE:
Stafford Homes & Land - Baker Creek project**

At last the city of McMinnville gave the go ahead to develop this massive parcel of land. For me the press was to pre-market a full year before a single home would start. I began a campaign based on Ⓐ signs and a web landing page Ⓑ to collect an interest list. As roads went in I designed a set of drive-by informational signs. Lot signs followed along with an 8x4' NEW HOMES directional. Finally a plat sign proper was set in place.

Marketing success! Every home pre-sold in phase 1 without a model.

Ⓐ



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FROM THE 400's
 BY STAFFORD HOMES & LAND

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BAKER CREEK

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ALL NEW IN WOODBURN

Boones Crossing
 21 NEW ENERGY STAR EFFICIENT HOMES - FROM THE HIGH 300's
 Modern and Craftsman style Ranch, Master on Main and 2-story floor plans.
 Granite kitchen counters, tray ceilings, gas fireplaces, fenced and solar ready.
 Easy to find off Boones Ferry Road. Live happy here in Woodburn Oregon.

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(A)

From the branding project for New Home Realty LLC.
 A - Sample monthly Real Estate Book ad B - Sample pre-sales direct mailing C - Sample Social Media - Instagram post
 D - Sample Permaflyer E - Sample from 100's PDF flyers F - 4'x6' sales sign G - Printed sales booklet (click to open)

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 ALL feature 3 bedrooms, 2.5 Bath Bonus room & Den or Study (1100 sq ft)
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FROM THE MID \$300's

CREFTSMAN STYLE | 2 STORY | 3 CAR GARAGES | FAMILY SIZE | ELEGANTLY EFFICIENT

New Home REALTY
NEW HOMES IN ESTACADA

(B)

2082 Deer Ave 3 bed, 2 bath, 1870 sq ft, 3-car garage, den/office room \$399,900

This spacious single-level craftsman home has a great floor plan with den/office room, amenities and storage galore. High slab quartz counters in kitchen with full back splash and island. Covered entry and back patio. Flooring is laminate plank, carpet and vinyl with fine details. Tray ceilings in great room, foyer and master. Walk-in closet. Stainless finish appliances, great room with a tray gas fire place. Fully landscaped w/ timer controlled sprinkler, pergola, etc. Energy Star certified.

Energy Star Certified and Solar Ready for comfort and savings for years to come.
 Energy Efficient Estimated average energy cost per month: \$67
 EPS Score: 48 (This is 20% better than code)

Call 503.793.4336
 Airika @ NewHomeRealty.com

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(D)

657 SE Cooper St \$344,900

4 Bed, 2 Bath, 1869 sq ft, 2-car garage, modern styling

This spacious single-level modern home has a great floor plan with amenities and storage galore. Rich slab granite kitchen counters w/ full back splash and island. Covered entry and back patio. Smart laminate wood plank, Green Label+ certified carpet and choice vinyl flooring. Walk-in closet, stainless finish appliances, gas range and a full fenced gas fireplace. Front and landscaped w/ timer controlled sprinkler. Fenced and gated back yard. Energy Star certified new home!

Features include: EPS energy efficiency score: 46. That's 20% better than code-built! Coated garage floor, Glass shower enclosure in master. Gas fireplace, 96% high-efficiency furnace, Healthy indoor air quality EPA AirPlus+ rated, Solar ready.

4 Bed 2 Bath, 1869 sq ft, 2-car Gar, Lot 177 Prop Type: Detached 1/2 AC 1/2 220/240V (with 200 amp) 1/2 Granite Mid Island 1/2 BLANKET / DW / DISP / GAS-ING / SS/APPL / 16W GAS-FOR-GR / GAS-FIRE / LAM PLK / VINYL FL / WWW-CARP / COV-ENTRY

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(E)

4 ENERGY-STAR® EFFICIENT
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(F)

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(C)

[kwim' tes(a)n]

Quintessence

(noun)

- The most perfect or typical example of quality or class: it was the *quintessence* of a dream home
- A fifth substance in addition to the four elements: air, fire, water and earth; thought to compose the heavenly bodies and to be latent in all things.

The rugged materials and organic shapes of the vast Tumwater landscape show a natural affinity for the elements of earth, air, fire, and water, thought to be the substance of the heavenly bodies and latent in all things. As you approach the home your eyes will be drawn to two of the major elements, fire and water. Ponds set ablaze but this is not solely for aesthetic reasons as this home is built to also show respect for the elements. Quintessence utilizes elements in their most natural form so much so that the home is on target to be awarded the largest, luxury home in the state of Oregon with a Platinum Earth Advantage Certification. A rain curtain waterfall enhances the master bath shower window wall and re-collects rain to cascade down for recycling, storing and re-purposing.

From the initial sketches and concepts the desire was to create a striking, minimally-framed dwelling that exudes openness. Incorporating dramatic expanses of glass, all while keeping the home's efficiency, coziness and the highest quality of construction intact.

OWN THE ELEMENTS

Beyond the grand, pivot swinging front door is a 30' long, floor to ceiling Montana stone and steel fireplace. This heart of the home connects the indoor and outdoor gathering areas. The view of the Willamette Valley and Mt. Hood are framed by an opening window wall, extending your natural living space in the open living area central to the home. Quintessence is the only zero step entry, one floor dream home, including a connected suite that would be optimal for domestic service quarters or a guest suite.

To complete the Quintessence of dream homes, the stone for the home was meticulously handpicked, including the magnificent 2,200 lb. boulder that was craned into the master shower. This boulder is perfectly juxtaposed into a heavenly space with gorgeous tile and quartz. A site to behold for sure, as is this breathtaking home.

Features include: Earth Advantage Certified Platinum, Full home automation, Rainwater storage, Solar panel power collector array, Outdoor kitchen, Outdoor fireplace, Dramatic water features that encircle the home, Tempest Torch fire illumination, Fire on water accents, Cascading rain curtain, Guest quarters with full kitchen, bath bed and utilities. Professional grade appliances, Wine wall storage and bar, Unique walk-in shower with touch screen controlled body jets and a full-immersion jetted spa with music system. Artisan-crafted metal sculptures and trims, Custom 30' glass, steel and stone gas-fired fireplace, LaGranta window wall, Quartz counter tops, Vast 4-car garage w-workbench and storage. On-demand tank-less water heaters, 95+% AFUE high efficiency gas furnace, Air conditioning

26360 SW French Oak Drive West Linn, OR MLS#16024881

Details: 6275 sq ft, 5 bedrooms, 5 bathrooms, 4-car garage, Lot 5 in Tumwater at Petes's Mountain, Property type: Single family-detached, Stafford or Boeckman Elementary, Inza Wood Middle School, Wilsonville High School

Main Kitchen: Built-in Microwave, Double Oven, Twin built-in dish washers, Twin built-in refrigerators w-freezer drawer units, Coffee Espresso center, Stainless steel pro-grade appliances, Pot filler faucet, Pass-through to outdoor kitchen.

More: Hardwood, Walk-to-wall carpet, Tile flooring, Jetted tub, Laundry room, Guest kitchen and living suite, Wine display & storage wall, Fire pit, Outdoor spa, Covered veranda, Solar power system, Forced air 95+% furnace, Air conditioning, Zero-step single level living.

Scan this code to watch videos, download photos and learn more about this unique property.
 Immerse yourself in Quintessence, a good place to be.

Call Airika Waible 503-793-4336
 airika@newhome.com

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(G)

(click above image to open online flipbook)



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See Inside Your New Stafford Home

We want you to enjoy your new Stafford Home for a lifetime. So when we build a new home, we plan for the future. Our choices will determine not only the overall comfort of the home owner for the decades to come, but also how this single dwelling will impact the place it resides. We choose to step a bit more lightly, to craft a home that uses resources wisely while offering a home that is built 40% better than code.*

Smart Framing
From the foundation up we use smart, advanced framing techniques to reduce waste in our designs, and to block the transfer of heat or cooling from the inside of the home. Insulated headers prevent air leakage.

High Performance Insulation
Hi-density R-23 blown-in blanket wall insulation completely fills the wall cavities, R-60 fill the ceilings, reducing air leakage for a quieter home.

96% High Efficiency Furnace
Saves money, adds comfort with sealed and tested ducts.

Superior House Sealings
All spaces between window headers, outlets, framing, joists, thermal breaks or vents are sealed with caulking or expanding foam to prevent air leakage and heat loss. Vapor block applied to all exterior walls for air exchanges as low as 2.3-2.6 per hour.

Solar-Ready
Our homes are equipped to accept solar panels. Because our homes are so well insulated, it takes a smaller solar system to provide the electrical needs.

Smart Flooring Choices
Our homes use engineered plank flooring, saving virgin timber. The carpeting is designated Green Label Plus, signifying it has passed strict low emissions Air Quality Carpet Testing standards.

ThermaTru® Exterior Doors
Fiberglass doors reduce heat loss or gain. Energy savings built-in.

65 gal Heat Pump Water Heaters
For ultimate efficiency and energy savings we install the fastest recovery heat pump water heaters.

High Performance Windows
Vinyl windows with an efficiency of 0.28 or lower has less heat loss or gain. That is 15% better than code-built. This insulation value gives comfort and energy savings year-round.

ENERGY STAR® Partner Builder
Our homes are fitted with energy saving windows, doors, appliances, fixtures, and mechanical systems that meet or exceed EPA Energy Star certification.

HardiePlank® Lap Siding and HardieTrim® Boards
This durable pre-primed fiber cement product reduces forest impact by using recycled materials, while offering long endurance regardless of climate. 30 year warranty assurance.

Moisture-Content Certified
Third-Party testing certifies the framing contains no more than 12-14% moisture before drywall installation begins. Reduces shrinking and damage. Moisture below 16% curbs potential mold growth in crawl spaces.

Double-Wall Construction
Our 2x6 exterior walls are sheathed, Tyvek® Drain wrapped, and HardiePlank® Lap Sided for protection from the elements and energy savings.

Water-conserving Fixtures
We are EPA Water-Sense driven to reduce water waste, while tastefully enhancing the bath, kitchen and laundry areas.

Low-VOC Coatings
We use low VOC paints from Sherwin Williams® to reduce in-home toxins.

Healthy Allergen-Free indoor air
MERV-13 level air filtration is rated "Hospital Clean" trapping dust particles, mold spores, dust mite debris, tobacco smoke and pet dander.

PEX water piping
Strong and corrosion-free, non-metallic tubing reduces hot water heat loss.

Energy-Efficient Lighting
We install long-life LED and CFL lighting.

Third-Party Verified
* Every home is rated by a third-party to verify and validate Energy Performance Score/EPS.

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SEE INSIDE Your New Stafford Home

Energy Star® Partner Builder

Our homes are fitted with energy saving windows, doors, appliances, fixtures, and mechanical systems that meet or exceed EPA Energy Star certification.



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96% High Efficiency Furnace

Saves money & adds comfort with sealed and tested ducts. All heated air (and cooled air) is circulated through sealed ducting in conditioned spaces. Coupled with our six-inch vapor air filtration, you can be sure the cozy, warm air you breathe is also great at breathing.



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Healthy Allergen-Free Indoor Air

MERV-13 level air filtration is rated "Hospital Clean" trapping dust particles, mold spores, dust mite debris, tobacco smoke and pet dander.



You deserve air this clean. Breathe deeply.™

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SEE INSIDE Your New Stafford Home

High Performance Windows

We choose to install vinyl windows with an efficiency of 0.28 or lower, meaning the window is double rigorous standards for less heat loss or heat gain. That is 15% better than code-built.



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Learn more online. Visit us <http://www.staffordhomesandland.com/energy-star-homes.html>

IN-HOUSE HOME BUYER INFORMATION:

A - Stafford Homes craft an amazing, energy efficient house. But how to tell that to the person at the open house or real estate agent showing the home? I created a sample cut-away infographic that allowed each section of the home to be highlighted for the attributes it offers. This became a printed handout available at every finished home and as a downloadable PDF from the Stafford website (which I built and maintained). Authored with InDesign, Photoshop and Illustrator (2019)

B - A series of (12) in-house 7" x 7" PVC signs told the energy efficient story as the visitor walked the model home. Each sign highlighted an aspect of construction. Smartphone users could scan a QR to the company website for a full section on the benefits of buying an energy efficient home. The signs really told the story.



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Find your forever home in a space that surpasses all expectations. Our quiet, smart, high efficiency homes reduce energy costs every month, year after year and come complete with the features you crave.

Tour a Stafford Home today.

See what sets these homes apart from the rest. Find our savvy new home communities in Salem, Woodburn, Dallas, McMinnville and Stayton.



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