



Kyle Church Commercial

Integrated Marketing Communications

Rebrand Proposal

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Date:

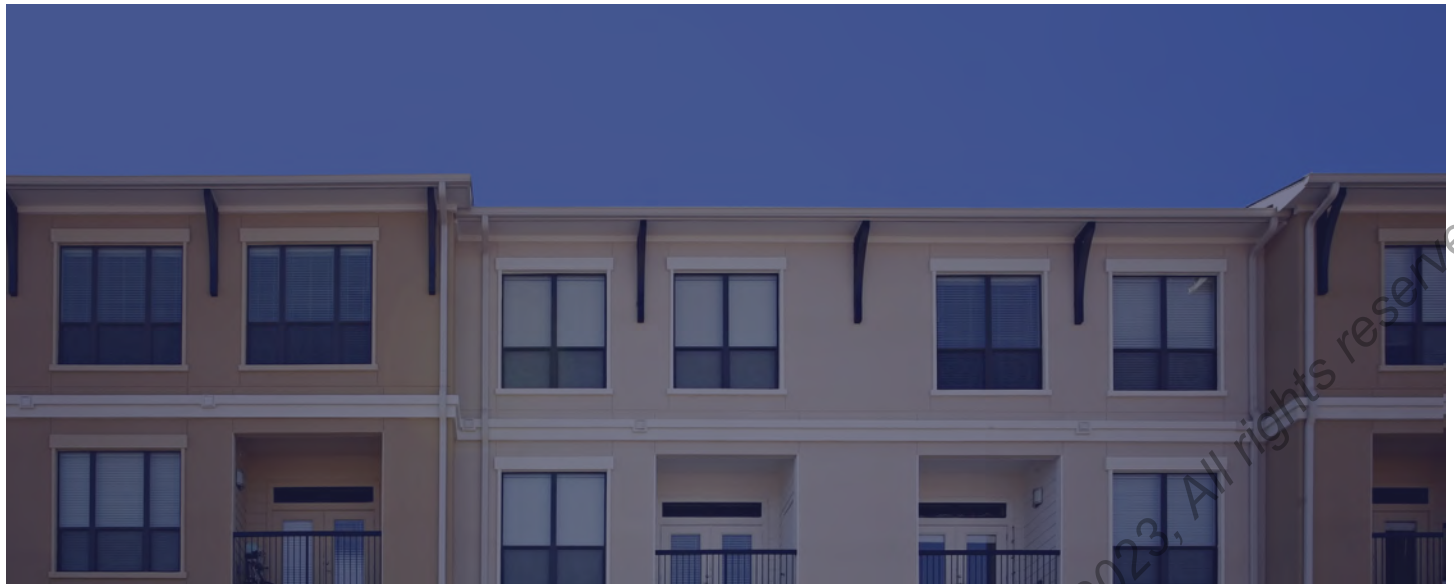
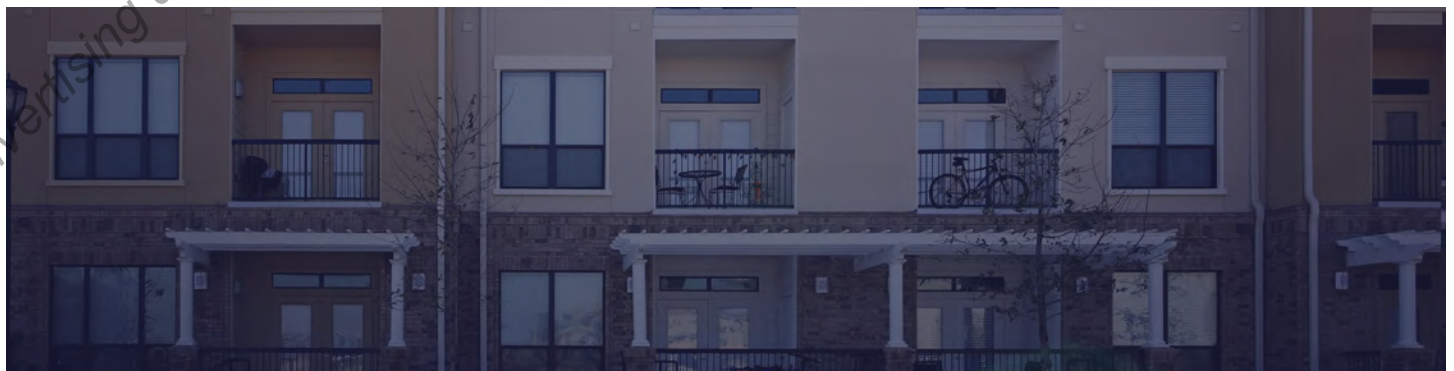


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Executive Summary

Kyle Church Commercial is a business specializing in the acquisition and disposition of multi family apartment buildings; offering buyer representation, seller representation, and consultation services. Kyle Church has been a trusted broker since 2012, an "agent of the people," boasting in credibility throughout the industry; he has an extensive educational background, is ranked in the National Top 10% for Royal LePage Commercial, and has many awards, including the Royal LePage Diamond Award, won in 2017.

The commercial real estate industry is extremely competitive and it is vital for Kyle Church Commercial to stand out as a trusted broker. It is suggested to rebrand Kyle Church Commercial with a new logo, brand colours, and website. This will be the foundation for the entire campaign and campaigns moving forward. The proposed logo and brand colours are bold, yet meaningful; furthermore, the clean and simple design allow for enhanced user experience.

Kyle Church Commercial will begin the transition with a newly designed website. Studies show more than 86% of tenants and investors use the internet for research regarding commercial real estate and 90% of consumers visit a company's website prior to making contact via email or phone. This reiterates the importance of a functional website. Further enhancing user experience, the newly designed website will be viewable across all devices; simple navigation will be key to reduce bounce rate and keep viewers on the site.

The campaign will officially launch with a direct mail piece, an email blast, social media posting, and a Google Ads campaign. Currently, there are 400 contacts in the Kyle Church Commercial mailing database and 600 contacts in the email database. Using the Canada Post Precision Targeter system, the ability to reach an additional 15,000 highly qualified leads within the GTA and Waterloo Region become possible. The mail piece will be both attractive, yet informational and drive the target to the new Kyle Church Commercial website. Online advertising, both on social media platforms and Google Ads, will continue throughout the campaign; this will keep Kyle Church Commercial top-of-mind and further influence the target to contact.

Furthermore, the new target demographic, the Ready Investor, will continue to be targeted. This target consists of middle-aged families and couples; they maintain a wealthy lifestyle and have an interest in future investments for their family. They are heavily concentrated in the GTA, however, there is spillover in other communities. As of 2017, target residents in the GTA and Waterloo Region had combined purchases of \$3.35 billion in secondary and other owned properties. It is vital to offer this target as much information as possible to open up further opportunities.

Additionally, there is high potential to reach investors through various networks such as the Real Estate Intelligence Network (REIN) and the Waterloo Regional Apartment Management Association (WRAMA). Investors within these networks are diverse; with inquiries from small to multimillion-dollar investments. There are 9,813 investment establishments across Ontario; 75.9% of these are considered micro (1-4 employees). We see tremendous success in targeting events located in the GTA and Waterloo Region.

In conclusion, this campaign will differentiate Kyle Church Commercial from the competition, while enhancing credibility. A simple and clean message will affirm that Kyle Church is an "agent of the people" with valuable expertise in the industry. The target will gain interest in multi family apartment real estate and see these acquisitions as a solid investment.

This proposal is an Integrated Marketing Communications Plan for Kyle Church Commercial. Analysis and written content in the document was completed by Jesse Roberts, a student in the Advertising and Marketing Communications program at Conestoga College.

x 
Student Signature

April 15, 2019
Date

x _____
Client Signature Date

Market Analysis

External Influences

Relevant Market Trends

- Toronto is a leading Canadian city in terms of real estate investment prospects
- Over the past decade, the amount of rental property under construction across Canada has tripled and is now on par with the construction of housing stock built for home ownership
- Across the industry, investors are looking to optimize portfolios to produce stronger yields
- Canadians have been responding to high housing costs by forgoing ownership altogether
 - For the first time in decades, the demand for rental housing is outpacing homeownership
- Rental units account for 32 percent of housing in Canada

Economic Trends

- Kitchener-Waterloo is one of only five markets that has not seen price erosion since the market peak of May 2017
- Apartment buildings offer a higher rate of return than individual or revenue properties
- \$3.1 billion was spent in multifamily building permits for May 2018
- Apartment buildings are a wise investment because even during a downturn, they have not dropped in price

Social and Demographic Trends

- The LRT will start carrying passengers in Spring 2019, leading to an increased interest in homes and neighbourhoods touching the line
- Waterloo region is the 10th most populous in Canada with 583,500 residents in 2016
- Total median income in Waterloo is high at \$77,530 in 2015 vs the Canadian median income at \$70,336 in 2015
- Buyers out of the GTA will continue to impact our Kitchener-Waterloo real estate market
- Vacancy rate across Ontario was 1.6% of all units
 - based on 646,320 total apartment units in October 2017

Technology Trends

- Through an uncertain market, use of technology is aiding in bold innovations in the industry
- Over 86% of tenants and investors are reportedly using the internet for finding information about commercial real estate and making lease and purchase decisions
- Predictions show that 85% of a customer's relationship to a business will be done without interacting with a human by 2020
- 90% of consumers visit a company's website for information before contacting via email or phone

Regulatory Trends

- Rents are required to be at or below 80 per cent of the Canada Mortgage and Housing Corporation (CMHC) Average Market Rent (AMR)

Internal Influences

- Sold over \$100 million dollars in multi family apartment buildings
- 45 + day process to close sale | Kyle Church "holds client's hand" to ensure the sale process is smooth
- Sale of small to medium size multi family apartment buildings (6 – 75 units, average 50 unit buildings)
- Offers buyer representation, seller representation and consultation services
 - Many contacts within the industry (Property Management, Investors)
- Uses Apto (CRM for Real Estate) to organize and monitor client networks

Market Size and Growth

- Accelerated rent growth due to lack of supply – from 1.8% in 2010 to 4.2% in 2017
- Ontario has the lowest rental vacancy rates in Canada at 1.6% in 2017 (Canada average is 3%)
- Rents in Southern Ontario are growing faster than Northern Ontario – St. Catharines is the highest at 6.5% (*Toronto and London have also seen high increases at 4.3% and 3%*)

Market Segments

- Kyle Church Commercial | Broker
 - Royal LePage Commercial
 - Masters Degree in Economic Development from University of Waterloo
 - Honours Degree in Geography and Bachelor of Education from Lakehead University
 - Economic Development Consultant
 - Specialist in acquisition and disposition services for multi family investment properties
 - National Top 10% Royal LePage Commercial
 - Multiple awards including Royal LePage Diamond Award in 2016 and 2017

Seasonal Analysis

- Sales tend to be consistent throughout the year; however, there is a lull in February and slight variation between the Thanksgiving and Christmas holidays
- Commercial sales can drop as much as 17% in February

Competitor Analysis

Direct competition: Principled Advisor, Stonebank Apartment Experts, Mysar Realty, Coupal Markou Commercial Real Estate

Principled Advisor

- Multi-residential sales team
- Easy-to-navigate and nicely designed website
 - Quote from site: "Become a long-term wealth creator... investment property opportunities."
 - Use of attractive colours and appealing logo
- Lack of social media presence
 - No Facebook account, inactive on Twitter, LinkedIn
 - Still has Google+ link on website (no longer active with broken link)

Stonebank Apartment Experts

- Sells small to mid-size apartments, townhomes, student rentals
- Nice website and logo
 - Website shows listings and gives lots of information for viewers
 - Nice interaction throughout site
- Boast about a client list of 7,000 investors in database
- More than \$1.5 billion in sales since 2008
- No Facebook or Twitter; 8 followers on LinkedIn

Mysak Realty

- Full-service agency specializing in apartment building sales
- More than \$500 million in sales in 2004
- Simple, clean website
 - Listings include a cap rate
 - Categorize listings by dollar value: \$500k - \$1M, \$1M - \$2M, over \$2M; however, these links don't work
 - Clean logo; similar to Stonebank
 - All pages on website are very "wordy" and can be overwhelming to the end-user
- No Facebook or LinkedIn account (an unofficial Facebook page is listed but no postings)
- Active Instagram account with 396 followers
 - Random postings but decent activity and valuable content

Coupal Markou Commercial Real Estate

- Specialize in more commercial and development properties
- Basic website which seems "dated"
 - Include "Feature Sheets" which link to listings on website with extensive information
 - Include "Useful Links" but they only lead to the municipal sites
- Have a Facebook account with 63 followers
 - Post regularly but have little interaction with comments
 - Use Facebook to post primarily listings, no personal touch

Target Market Analysis

Target Market Profile

Kyle Church Commercial's target demographic are wealthy, middle-aged families and couples. They are well educated and live in more exclusive neighbourhoods, such as Toronto's Bridle Path. Their children are older (pre-teen to early twenties) and they are looking into future investments for their family. The target is more concentrated in the GTA (75,000 households) with combined purchases of more than \$3 billion in secondary and other owned properties. An opportunity to pursue further investment properties is high. Although this target is concentrated mainly in the GTA, there is a slight spillover in the Waterloo Region (3,000 households), with a combined total of more than \$350 million in secondary and other owned properties.

Geographic

Region

GTA and Waterloo Region

Waterloo Region target households: 3,000 in 2018

GTA target households: 76,000 in 2018

Demographic

Age: 40 – 55 | middle-aged families and older couples in urban neighbourhoods

Income: average annual household income
\$200,000 to \$469,000

Occupation: White Collar, Executive Positions

Education: University

Family lifecycle: Married, Divorced, or Separated with children

Psychographic

Activities: fitness clubs, yoga

Interests: family, friends, social events, international travel

Active with social events, attending theatre, golf memberships, sporting events, concerts

Impressive stock portfolios

High work ethic and dedication

Tech savvy; active internet users and social media (75% use social media, 70% watch online videos)

Behavioral

Working hard gives benefits of wealthy lifestyle; value the importance to maximize ROI

Young-minded; don't see themselves as aging (50 is the new 40)

Spend as much time online as on television; 96% use search engines, 92% shop online

Take great pleasure in their accomplishments and enjoy a wealthy lifestyle

Business to Business Profile

Target Market | Industry Overview

Our potential target market is within Southwestern Ontario; the campaign will begin targeting the GTA and Waterloo Region. Currently, the Real Estate Intelligence Network (REIN) has been a top investing source, seeing more than 37,000 transactions and representing \$5 billion in real estate. These investors are diverse; inquiring from small investments to multimillion-dollar investment opportunities. Furthermore, there are 9,813 investment establishments within Ontario. 75.9% of these businesses are considered micro with 1-4 employees, 23.2% considered small with 5-99 employees. This industry operates their properties on their own account and also subcontract the operation to a third party (property management).

We see tremendous success within the Real Estate Intelligence Network (REIN); members of this association are looking for future investment opportunities and use REIN as a valuable resource. They are Canada's top rated, most favoured network. Our primary target consumer resides in higher-populated regions; therefore, it is suggested to target events located in metropolitan areas such as the Waterloo Region, London, and the GTA; REIN hosts regular events in Toronto.

Company Profile

Our target customer consists of micro to small investment firms or individuals

- 9,813 establishments in Ontario
- Size of Business: 1 – 99 employees
- Annual revenue: \$30,000 to \$5,000,000
- Type of Business: investment / development
- Type of Ownership: private ownership (primarily micro)
- Number of Year in Business: 1 to 50 years
- Location: Metropolitan regions (Waterloo, GTA, London)
- Credit Risk: Low, established credit

Business to Business Profile cont'd

Decisions for Partnership

There are a variety of decision makers within this target. For privately owned businesses, the ability to reach the owner or manager, will come at ease. In regards to the slightly larger operations, getting past the "gate-keeper" may be more of a challenge. It will be important to obtain a positive rapport with the business as a trusted professional; specifically, as a contact that supplies positive investment opportunities. It is suggested to generate connections and increase the network through networking events, LinkedIn, and referrals.

End-User Profile

End-use applications: The end-user are the residents renting the units; they determine which location they choose to live, and how long they will stay. It is important to source multi family apartment buildings that have a low vacancy rate and are in thriving neighbourhoods.

Ability to Reach Decision Maker: Reach to the decision maker will focus with online efforts, networking and traditional media: social media, google ads, email, direct mail pieces, networking events. Furthermore, reach will be made through industry magazine guides within the targeted areas.

Purchase Decision: Decisions will be dependent on the offerings for each listing. On-going communication is vital; specifically, generating trust and reliability to the decision makers. On-going online advertising and a well-designed website will build credibility for Kyle Church Commercial and keep Kyle Church "top-of-mind" to the investor and building owners.

Product Brand Analysis

Marketing communications Assessment

- Sends out communications via email blasts and direct mail pieces to both buyers and sellers
- Advertises in Commercial Investor magazine (\$500-\$600 for 1/2 page ad)
- Not very active on social media
 - o 82 Facebook followers – sporadic posts but good content
 - o 130 Instagram followers – last post September 2018
 - o Over 500 contacts on LinkedIn
- Current Kyle Church Commercial website is branded using Royal LePage Commercial branding

Image and Reputation

- Kyle Church Commercial is a trusted broker that has been in the real estate industry since 2012
- Many awards and accomplishments – National Top 10%, Diamond Award in 2016 and 2017, Directors Platinum Award in 2015, Presidents Gold Award in 2013 and 2014
- Communications will be easily trusted; however, it is important to expand the network base to increase listings and generate a large contact database of buyers

Marketing communications Plan

Target Market Profile

The primary target demographic are middle-aged families and couples (between the ages 40-55); the Ready Investor. This group values a wealthy lifestyle and are looking for investments that will maximize their return on investment. Although not as known for it, they are tech-savvy and utilize social media and search engines regularly. The Ready Investor may already own secondary properties and have property equity ready for investing.

Positioning Strategy Statement

For Ready Investors who value a solid investment and are curious about further opportunities, Kyle Church Commercial is a credible broker that offers extensive knowledge and expertise. Unlike his competitors, Kyle Church Commercial is an "agent of the people," offering a personable experience; catering specifically to the small to medium sized multi family apartment building market. Kyle Church Commercial will guide clients through the entire process, ensuring a smooth and "easy" acquisition or disposition in the marketplace.

Budget

A budget of \$60,000 has been allocated for media advertising during the campaign period of 12 months from July 2019 to June 2020.

Communication Objectives

- To increase brand awareness within the community regarding the rebrand of Kyle Church Commercial; specifically, see 20% of target area residents (approx. 16,000 households) visiting the website in the first three months of launch
- To maintain current loyal Kyle Church Commercial clients through the transition of the rebrand; specifically, to maintain their trust and 100% retention of previous clients
- To increase social media followers by 10% each week (10 new followers weekly); ultimately quadrupling the number of followers within 6 months of the campaign
- To generate interest in small to medium sized apartment building investment opportunities throughout South-western Ontario; specifically, to see an influx of shares and likes on social media accounts within the first 3 months of the campaign
- To motivate the target to sign up to the Kyle Church Commercial mailing/email list, resulting in an increase of sales by 15% at the end of the 12-month campaign
- To increase the mailing and emailing list by 30% (additional 120 contacts in mailing list and 180 contacts on email list) within the first 6 months of the campaign (50% increase within 12 months)

Creative Plan

Creative Objectives

- To launch a new website, logo and brand colours to kickstart the campaign; specifically, to differentiate Kyle Church Commercial from the competition in a professional, yet personable way
- To increase awareness of Kyle Church Commercial and the new rebrand within the first 3 months of launch; specifically, to generate an interest in small to medium sized apartment building investment opportunities
- To begin posting weekly on Facebook and Instagram; connecting followers and enhancing credibility for Kyle Church Commercial, increasing user experience immediately beginning at campaign launch
- To generate an interest in Kyle Church Commercial through sharing and posting weekly on LinkedIn; specifically, to see a 50% increase on activity through likes, shares and comments
- To reinforce that Kyle Church Commercial is the top source of information for small to medium sized apartment building acquisition and disposition services

- To generate an emotional connection between Kyle Church Commercial and the high value his expertise has to offer for the target

Key benefit: For Ready Investors who value the importance of good investment opportunities; specifically, small to medium sized apartment buildings, Kyle Church Commercial brings a vast amount of knowledge and expertise with a personable touch, enhancing the client experience by providing upcoming trends, up-to-date information and expertise that lead to a loyal network.

Support claim: Unlike his competitors, Kyle Church Commercial gives a personable experience toward prospecting clients (both in acquisition and disposition) by utilizing social media and being an “agent of the people.” Kyle Church Commercial values transparency throughout the process, boasting with credibility and loyalty towards the target.

Creative Strategy

- Website redesign: Design a website based on the new Kyle Church Commercial logo and colours. The website will be easy to navigate and mobile friendly. Simplicity in the design will increase user experience and direct the viewer through the website, decreasing bounce rate and ultimately leading to contact via phone or email
- Direct mail: Send out a postcard to direct mail contact list in the Kyle Church Commercial database (approx. 400 contacts) and to the new target in specified neighbourhoods in the Waterloo Region and the GTA – encouraging them to visit the website and contact Kyle Church
- Magazine Advertising: Generate positive PR for Kyle Church Commercial in investment magazines with CTA to visit the website and contact Kyle Church
- Utilize social media platforms: Facebook, Instagram, and LinkedIn (organic, boosted, and promoted advertising), targeting the specific target market and encouraging new followers by engaging the audience, giving up-to-date information and stats, as well as personable experiences such as testimonials from previous clients
- Google Ads: Promote Kyle Church Commercial through Google Ads with a variety of banner ads targeting the specific target demographic through enticing imagery, encouraging them to click into the new website for more information; a remarketing campaign will also be implemented to increase the opportunities for clicks

Creative Strategy cont'd

- Networking Events: Promote Kyle Church Commercial and generate a buzz in the real estate industry to investors and small to medium sized apartment building owners at a variety of networking events hosted through the Real Estate Intelligence Network (REIN) and the Waterloo Regional Apartment Management Association (WRAMA)
- Tagline "Expert Advice. Solid Investment."

Creative Execution

- Kyle Church Commercial branding will be focused around two main brand colours, navy blue and orange. Blue is associated with stability and symbolizes trust, loyalty and wisdom; orange is associated with energy and happiness and symbolizes determination and success. The refreshed logo will be simple and clean, while standing out in front of the competition
- The new Kyle Church Commercial website design will be based around the new brand colours, logo, and intriguing imagery. The homepage will be simple, with icons for categories leading buyers or sellers to separate areas in the site. Furthermore, an icon leading to tips and other real estate information will be available. Altogether, it must flow well and navigate the viewer further into the website for enhanced user experience
- A direct mail piece showcasing the new Kyle Church Commercial colours and logo, followed with an enticing message will lead the target to read the reverse side with featured listings and CTA to visit the new website or contact Kyle Church. The mail piece will reiterate the value of Kyle Church Commercial services and remind them of the continued personable service.
- Kyle Church Commercial will generate a positive buzz in the investment and small to medium sized apartment building industry through an ad campaign featured in the Commercial Investor magazine. These advertisements will showcase the new brand colours and logo, be simple and bold, and encourage readers to visit the website and contact Kyle Church.
- Kyle Church Commercial will generate interest and conversation through social media platforms: Facebook, Instagram and LinkedIn. These posts will feature a combination of current listings, sold listings, industry-related tips, shared posts, and testimonials. Listing posts will link to a feature sheet with more detailed information and a CTA to contact Kyle Church for information. The goal is to build a more extensive client list and maintain credibility in the highly competitive industry. The tagline "Expert Advice. Solid Investment." will be used and be on all social media home pages.

- Google Ads will be created using the new brand colours and logo. It is important these ads are simple, yet bold to catch the viewers attention immediately. These will include the tagline "Expert Advice. Solid Investment." and link to a variety of landing pages on the Kyle Church Commercial website (featured listings, mailing list). To further enhance user experience, the ads will be shown in a variety of sizes and styles, including responsive and dynamic ads.
- Kyle Church Commercial will utilize the community within the Real Estate Intelligence Network (REIN) by attending and sponsoring local events they are hosting. REIN has a wide database of prospects that are ready for future investment opportunities. These events are nation-wide; however, we will focus on events being held in Toronto. Kyle Church will have opportunities to speak at some of these events, allowing for his expertise to shine by giving investment tips and boasting about his services. Furthermore, by networking in these events with top prospects, Kyle Church can showcase his personality and prove that he is the "agent of the people."

Media Plan

Media Objectives

- **Who:** The primary target demographic are middle-aged families and couples aged 40 – 55 throughout the GTA and Waterloo Region, with network expansion across Southwestern Ontario by the end of 2019
- **What:** The message being relayed to this target will focus on the value of Kyle Church Commercial, the personable experience that comes with the service, and his expertise
- **When:** The campaign is set to launch July 1, 2019 with a new website, social media posting, Google Ads, magazine ads and a direct mail campaign. Network lists are anticipated to grow at a slow but steady pace building a credible and viable list of potential buyers and sellers for future listings
- **Where:** The campaign will be targeted initially to potential investors within the Waterloo Region and GTA, with anticipation to expand to the remainder of Southwestern Ontario throughout the campaign
- **How:** Kyle Church Commercial will be known for his valuable expertise which already comes with high credibility as a top-rated broker. A combination of professional and personable messaging is vital to give further relatability to potential prospects.

Media Strategy

- A new website design will be launched on the day of campaign launch; this will be viewable across all devices and all advertising and promotions will link the target directly to pages within this site
- The campaign will officially launch on July 1, 2019, with a direct mail piece, social media posting and Google Ads. Facebook, Instagram and LinkedIn will be the platforms used to generate a buzz for Kyle Church Commercial. A variety of new listings, sold listings, investment tips, shared posts, and testimonials will be used to maintain consistent content
- The target is both tech-savvy and traditional so we will use both methods for this campaign. Traditional methods (direct mail and magazine advertising) will bring authenticity and credibility to Kyle Church Commercial; however, it is vital to have a social media and online digital presence. Social media will allow Kyle Church to show his personality and relatability towards the target audience
- Spend will be high at the beginning of the campaign in order to build mass awareness in the Waterloo Region and the GTA. Spend will plateau after the third month of the campaign as digital media and the monthly magazine advertising continues. Near the end of the campaign, spend will increase in order to build awareness across the remainder of Southwestern Ontario

Media Execution

IMC Used

- Website Redesign
- Direct Response: Direct Mail
- Online Communications: Facebook, Instagram, LinkedIn
- Advertising: Google Ads, Magazine Advertising
- Public Relations: Networking Events and possible sponsorships

Website Redesign

A new website will be designed and built; however, to maintain costs, a web development platform will be used. This site will then be easily editable in order to continue adding new listings and updated information.

Custom design and build - \$10,000

Website Maintenance - \$1000 per year

Total - \$11,000

Direct Mail

A direct mail piece will be sent out to contacts in the Kyle Church Commercial mailing list consisting of approximately 400 contacts. Furthermore, the direct mail piece will be sent out to the new target in specific neighbourhoods in the Waterloo Region and the GTA (approx. 20,000 households). This mail piece is crucial to boost awareness and generate interest within the regions. This will be sent via the Precision Targeter service by Canada Post. The first piece will be sent in the beginning of the campaign and then every 3 months thereafter.

Mail piece (11"x6") – 20,000 pieces double-sided 14pt Enviro Uncoated

$\$0.088 \times 20,000 = \$1,760$

Canada Post Precision Targeted Mail

$\$0.196 \text{ per flyer} \times 14,500 = \$2,850$

Canada Post Addressed Ad Mail (mailing list)

$\$0.485 \text{ per flyer} \times 400 = \194

Total - $\$4,804 \times 4 = \$19,216$

Facebook / Instagram / LinkedIn

Social media advertising can be streamlined to ease how spend is allocated. Promotions will be continuous throughout the campaign to ensure the target is consistently being reached. Spend will be used for newsfeed advertising and boosting posts; the budget will be monitored with an allocated maximum spend. This can be adjusted after an evaluation 12 weeks into the campaign. An automatic placement feature within the platforms maximize performance to increase reach and awareness.

Budget: \$10,950 - \$30 per day x 365 days (Max \$210 per week)

Potential reach: 580,000

Estimated outcome with budget: 14 - 52 likes per day

Google Ads

A series of ads will be promoted through Google Ads (Google Search and Google Display) to further promote Kyle Church Commercial and increase awareness to the specified target demographic. A combination of dynamic and responsive ads and a remarketing campaign will be used; maximum spend will be set to limit the budget and be based on click-rates.

Budget: \$7,300 - \$20 per day x 365 (Max \$140 per week)

Media Execution cont'd

Magazine Advertising

A half-page ad will be placed monthly in the Commercial Investor magazine. Continued advertising will keep Kyle Church Commercial "top-of-mind" for readers and remain consistent with the online presence

Budget: \$500 per month x 12 months

Total: \$6,000

Networking Events hosted by Real Estate Intelligence Network (REIN) and Waterloo Regional Apartment Management Association (WRAMA)

The Real Estate Intelligence Network hosts a variety of events across Canada; Kyle Church Commercial will focus on events being hosted in Toronto. Furthermore, membership will be maintained with WRAMA for continued participation in their networking events. There is an excellent opportunity to further reach the target and increase the contact list via these events. Additionally, there will be opportunities to be a speaker during some of these events and become a featured sponsor.

<http://www.reincanada.com/rein-sponsorship/>

Budget: \$5,000 (Diamond Sponsorship)

Media Blocking Chart

	July 2019	Aug 2019	Sept 2019	Oct 2019	Nov 2019	Dec 2019	Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020	Jun 2020
Website Launch												
Direct Mail												
Social Media												
Google Ads												
Magazine Ads												
REIN Events												

Budget Summary

The primary focus in the \$60,000 budget is to increase awareness and generate an interest in Kyle Church Commercial; specifically, to increase the client base and generate sales. The campaign will originate in the GTA and Waterloo Region with plans to expand advertising efforts into Southwestern Ontario as expected growth continues. It is vital to have a redesigned website immediately beginning launch as this will be the main driving point for the target. The direct mail and magazine advertising campaign will give a more personable experience for the target, while digital advertising will keep Kyle Church Commercial "top-of-mind" during the campaign period. Online advertising spend will be variable, and dependent on click-rates; these rates can be easily adjusted and reallocated to platforms performing best.

Below is a breakdown of the budget:

Website: \$11,000

Direct Mail: \$19,216

Social Media: \$10,950

Google Ads: \$7,300

Magazine Advertising: \$6,000

Networking Events: \$5,000

Total: \$59,466

Allocated budget: \$60,000

Expenditure under budget: \$534

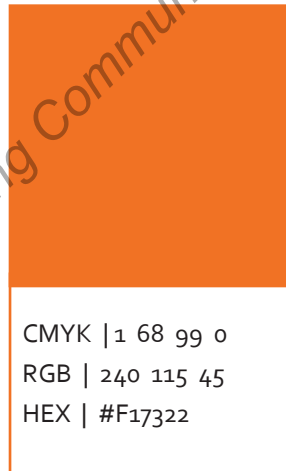
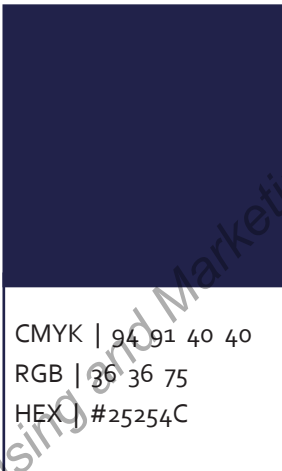


Appendices

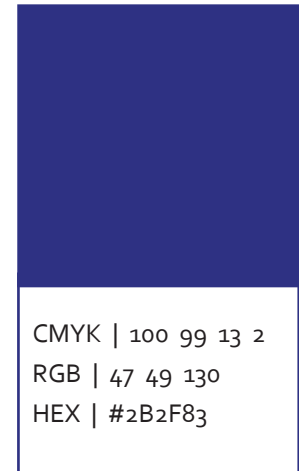
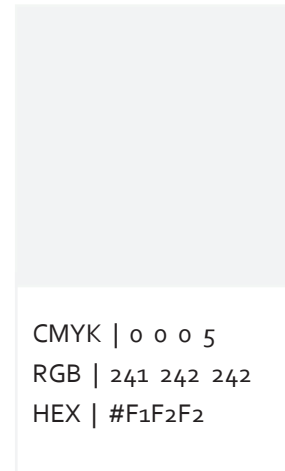


Brand Colours

Primary colours

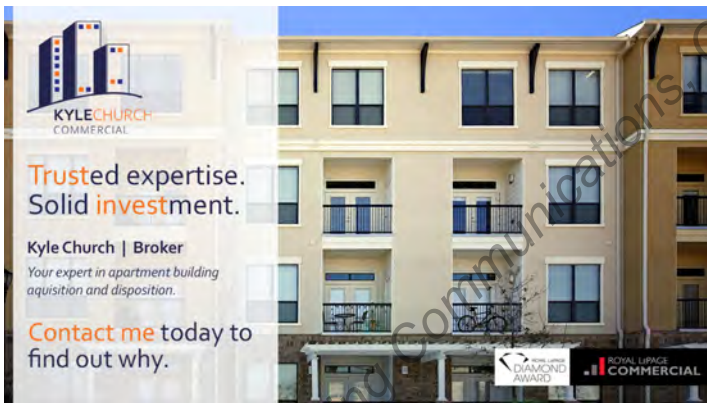
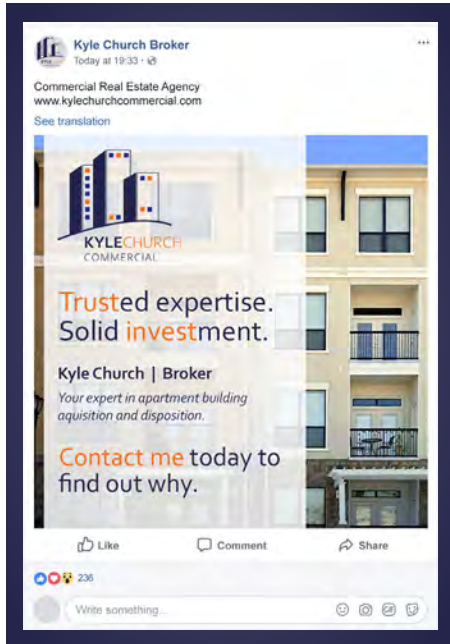


Secondary colours



Appendix B | Creatives

Facebook and LinkedIn Examples



Appendix B | Creatives

Instagram Examples



Kyle Church | Broker



Kyle Church | Broker



GoogleAd Examples



[Learn more](#)



[Learn more](#)



Appendix B | Creatives
Direct Mail Piece



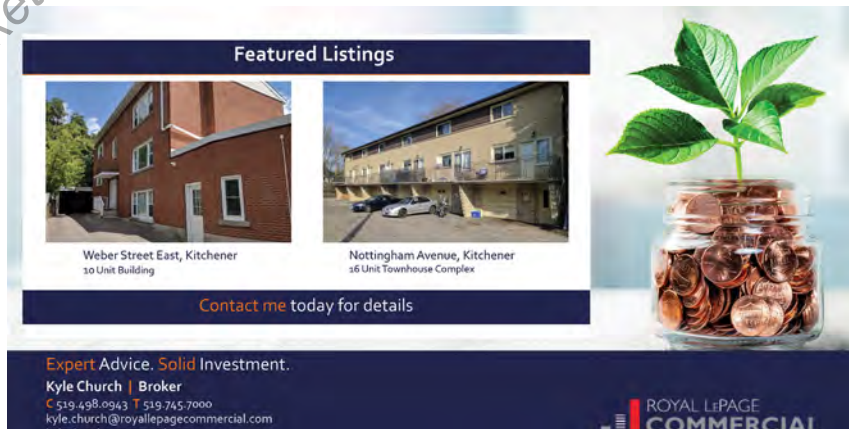
front



Ready to invest?
There has never been a better time to **invest** in apartment buildings.



back



Weber Street East, Kitchener
10 Unit Building



Nottingham Avenue, Kitchener
16 Unit Townhouse Complex

Contact me today for details

Expert Advice. Solid Investment.
Kyle Church | Broker
C 519-498-0943 T 519-745-7000
kyle.church@royallepagecommercial.com



Appendix B | Creatives
 Magazine Ad Examples



KYLE CHURCH COMMERCIAL Expert Advice. Solid Investment.

Your expert in apartment building acquisition and disposition.

Featured listing



136 Weber Street East, Kitchener
 10 units downtown Kitchener
 Cap Rate 15.7%

CONTACT ME FOR DETAILS

Kyle Church | Broker
 C 519.498.0943 T 519.745.7000
kylechurchcommercial.com

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Appendix B | Creatives
 Email blast example



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KYLECHURCH COMMERCIAL

Recent Transaction

SOLD

Property Details

- 16 Unit Townhouse Complex
- 12 x 2 Bedrooms, 4 x 3 Bedrooms
- 16 Garages
- Central Location Laundry
- Low Vacancy Rate (2.0% Estimate)
- **Sale Price** \$1,450,000

16 Unit Townhouse Complex



For more information, please contact
 Kyle Church | Broker
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KYLECHURCH COMMERCIAL
 Expert Advice. Solid Investment.

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Website homepage



Appendix C

Prism5 Segments

01 COSMOPOLITAN ELITE

Very wealthy, middle-aged and older families and couples

Population	209,714 (0.58% of Canada)
Households	72,430 (0.50% of Canada)
Average Household Income	\$469,882
Housing Tenure	Own
Education	University
Occupation	White Collar
Diversity	Low
Sample Social Value	<i>Emotional Control</i>



U1 **PRISM5** **F8**

Very wealthy, middle-aged and older families and couples

Canada's wealthiest lifestyle has changed little over the years. Cosmopolitan Elite remains a haven for both new-money entrepreneurs and heirs to old-money fortunes. With household incomes more than five times the national average, this segment is concentrated in a handful of exclusive neighbourhoods—like Toronto's Bridle Path, Montreal's Westmount, Calgary's Elbow Park and Vancouver's Granville. Here, affluent, middle-aged families and older couples live in million-dollar homes, drive luxury imports and send their kids to private schools. Most live within an easy commute to their executive jobs in management, finance and the sciences, as well as to downtown arts and entertainment venues; they're big supporters of the opera, ballet, symphony and theatre. As the most educated of lifestyle types—more than half the populace hold university degrees—members of Cosmopolitan Elite broaden their horizons by travelling internationally, especially to Asia, the United Kingdom and Europe. But they also express Time Stress among their strongest Social Values, and many enjoy luxury cruises, spa resorts and vacation cottages.

02 URBANE VILLAGERS

Wealthy, middle-aged and older city sophisticates

Population	387,720 (1.08% of Canada)
Households	131,086 (0.90% of Canada)
Average Household Income	\$227,566
Housing Tenure	Own
Education	University
Occupation	White Collar
Diversity	Low
Sample Social Value	<i>Social Learning</i>



U1 **PRISM5** **F8**

Wealthy, middle-aged and older city sophisticates

The nation's second wealthiest lifestyle, Urbane Villagers is a prosperous world of white-collar executives and stately homes, high-end cars and globetrotting vacations. Located in and around Canada's largest cities, the segment's neighbourhoods are characterized by married couples with university degrees and university-bound children now in their pre-teens to early twenties. Many hold well-paying jobs in business, management, social sciences and the arts. And with the average household income above \$227,000, members of Urbane Villagers enjoy the trappings of success: golf club memberships, tickets to sporting events, gourmet cooking at home and impressive stock portfolios. Few lifestyle types score higher for international travel—residents go everywhere from Australia and China to Italy and France—but they're not above flying economy class as part of a vacation package or booking all-inclusive resort holidays to accommodate their families. Back at home, these executive families pursue active lifestyles in their established neighbourhoods. One rung down from Canada's cultural elite, they tend to frequent dinner theatres, popular music performances and rock concerts.

Appendix D

NAICS Code Search

Lessors of Residential Buildings and Dwellings - 53111

Definition

This industry comprises establishments primarily engaged in renting and leasing residential buildings and dwellings, such as apartments, single family homes and semi-detached or row houses. These establishments may operate (lease, administer and maintain) their properties on own account, or they may subcontract the operation to a third party, and they may provide additional services, such as security, maintenance, parking, and snow and trash removal

Exclusions

Establishments primarily engaged in:
managing residential buildings on behalf of their owners (531310, Real Estate Property Managers).

Businesses

No information available at this level of data, go up a level to get more information.

Financial performance

View financial data for 2016 based on industry averages for SME's.

Average revenue
\$117.7
thousand

Profitable
85.5%

Revenue range: Annual revenues \$30,000 - \$5,000,000

Provinces/territory/Canada: Canada

Incorporation status: All businesses

Note: Balance sheet information is not available for **all businesses** and **unincorporated businesses** under the incorporation status.

Distribution by: Total revenue

Value in: Thousands of dollars

Data year: 2016

Industry: Lessors of Residential Buildings and Dwellings - 53111

Appendix E

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