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Steps to maximizing your pre-construction launch

Key Insights

A focus on what the market requires for success

Strategic Recos

Steps to maximizing your pre-construction launch

Tactile Ideas

Examples, ideas and scenarios to inspire your approach

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Introduction

The real estate market has stalled – for now. When it will undoubtedly move again, will your pre-construction project rise above the rest?

The reality is this—times have changed. It is extremely unlikely that we will experience a selling season in the likes of 2018-2021 again. Keeping this in mind, launching your pre-construction project will require a different, more savvy approach.

You will find yourself navigating a landscape where past marketing strategies are unlikely to work. Your past efforts may not be enough to achieve your sales goals in a timely manner. While project feasibility will return, the price point in comparison to household income will ensure a strong buyer's market. The “we’ve always done it this way” strategies will need a revised approach to ensure your pre-construction project will be off to a strong launch.

Utilizing your “dormant” time (aka any period prior to being ready to actively work on a project) to monitor the market conditions and assess feasibility will be critical to laying groundwork that will ensure project interest. And, most importantly, it’ll be a competitive advantage when you are ready to launch your project.



1. Build Your Brand Credibility Now

In a booming market, your creative output (ahem, the beautiful buildings) can speak for themselves. They can be the sole focus of your marketing efforts. They keep content flowing on your social media feeds, your name in the press, and an ongoing interest in the community.

That being said, in a slowing market and ultimately a new buyer mindset, what's being required of you has upped the ante.

More than ever before, it's important to become a familiar and credible face of the industry on a personal level. You need to humanize further.

Doing more with your brand presence

If your corporate social media feeds have been dormant and your marketing touchpoints sparse, then it's time to start investing in your corporate brand. If you don't, you may just be left in the (pre-construction) dust.

We aren't talking about updating your logo and fonts or checking a box of having a mission and values on your website. And, while taking photos of your staff and doing a write-up on each person and what they do is a thoughtful touch, it's missing the point. The approach is dated and doesn't focus on your customer.

It's more urgent than ever to take actions towards your brand that authentically live up to the needs of your customers.



So let's step back for a moment. What is a brand?

A brand is the emotional and psychological connection consumers have with a product, service, or company, encompassing their overall perception and impression, rather than just a logo or name. It's a distinguishing feature in the market that creates value and aids in product recognition, ultimately building customer loyalty and a competitive edge.



Branding is the process of shaping this perception through visual design, messaging, and customer experience to form a cohesive image that resonates with a target audience.

→ You have branding, but do you truly have a brand?



You see, potential buyers are 70% more likely to purchase from a brand they feel like they know and trust. This includes purchasing/leasing a residential home or condo.

So...if you want to build your brand and, ultimately, your credibility, so buyers will choose you, you need to start investing now.

Here is an example of how this would play out in a real-world scenario. Perhaps on your website it boldly states: "We stand for community." Maybe you even have a poster mounted in your office to declare do. You tell new hires you "stand for community" and that "it's important to you" because when you purchase land, plan, and develop it, you are actively thinking about the future of those who will live there. It's good stuff, really. But unfortunately, that's what all developers are doing – or are least trying to do.

Creating a beautifully programmed neighbourhood is now the norm. You need to go deeper with your brand.

Here is an example of a different approach. A more successful one:

You say you stand for community as one of your company pillars. You make it a point to get more action oriented on what community means and create more opportunities / touchpoints that emotionally connect with your future buyers. This might look something like:

Scholarships/Grants:

Fund scholarships for local students, especially in urban planning, construction, or sustainability fields.

Community Funds:

Establish a community benefit fund tied to development profits.

Community Programs:

Support food banks, youth programs, or social services.

Volunteerism:

Encourage staff to volunteer locally, offering paid volunteer days.



Or, here is another example:

You've always invested heavily into the livability of your homes. Maybe you create a mini series interviewing past purchasers, the process of working with you and what they love about their home. Launch a campaign around it!

Maybe you start a junior architect competition where individuals or teams try to shape what "livable" means. Awards and recognition are given, and maybe there is a public viewing of the submissions. Maybe the public votes?! **That**, at its core, is standing for community.

Did you notice how none of these approaches directly point back to your development project? They are all concepts to build your brand, yet stay within the category of pre-construction. It's a gap in developer branding and marketing and by doing more outside of your project portfolio, **you will obtain more credibility** and ultimately a larger following, which you will definitely need when the market picks up.

Here are some other questions to keep at the back of your mind moving forward when thinking of building brand credibility.

Are you authentic?

Is your messaging approachable and easy to understand? Or do you sound superior to everyone that you are trying to connect with?

Are you trustworthy and have integrity?

People want to be a part of a brand that stands up for what is right, even when no one is watching. Especially when no one is watching.

Are you a connector?

Connectors put time and effort into mingling with different groups and organizations outside of their profession. For example, being in a CEO group or serving on a board of directors. A connector looks for ways to align like-minded people, which ultimately serves a greater purpose, which—you guessed it—gives you credibility.

Are you humble?

Do you understand the importance of getting others out first, vs. focusing on yourself? Think about the businesses in the area, artists in the community, and not-for-profit organizations in need. How can you support them and make them shine?

Are you consistent?

Are you reliable in your delivery, with the same high-quality content every time? And if not, what can you fix now process-wise to get there?

Are you compassionate?

Are you truly able to put yourself in other people's shoes? Have you generated an in-depth research document of what the demographics and psychographics are in the area? Knowing you want to sell to empty-nesters and assuming they need a spare bedroom is not enough. You need to work with someone who truly knows how to generate this data and how to use it well to identify with future buyers.

Are you available?

Do you offer exceptional customer service? Do you have someone actively fielding questions on your social media accounts or replying to inquiries in your corporate inbox? Not all conversations will lead to a direct deal; however, your professionalism and helping demeanor in all situations is what ultimately gives you credibility.



2. Evaluate Your Buyer Research. Go Deeper.

Development teams understand the importance of running a report on key demographics early on (age, sex, marital status, etc.) to see if the buyer will be able to afford the project they are thinking of building, or to better guide the direction of what they should build on that parcel.

However, this is just the beginning of what needs to be assessed in terms of buyer motivation.

What do we mean by this? It's equally imperative to generate reports now that include important psychographics as well.

Psychographics are crucial in marketing because they reveal the deeper “why” behind consumer choices by focusing on attitudes, beliefs, interests, and lifestyle. This allows for precise audience segmentation, enabling marketers to craft highly personalized messages and campaigns that resonate with specific customer needs and values, leading to stronger connections, increased conversions, and greater customer loyalty.

Example 1: Using Psychographics (Effective)

Project 1: The Junction Lofts

(Fictional)

Target Buyer: Creative Entrepreneurs who value urban culture, walkability, and sustainability.

Demographics:

- 29-44 years of age (millennial)
- Likely not married but have a partner
- Have received a degree or diploma
- Occupation: Freelancer or senior creative staff

Psychographic Insights

Lifestyle:

- Trend-seeking, eco-conscious, prefer local cafés and co-working spaces over big chains. Likely have a wardrobe that is a good mix of high-end and thrifted pieces.
- Likely work from home 70% of the time

Values:

- Community, sustainability, great design, and authenticity.

Aspirations:

- Want to be seen as modern, connected, and socially responsible.

Example 1: Using Psychographics (Effective)

Psychographic Insights

(Continued)

Quirks:

- Would like to be texted vs. emailed
- Get most of their news/information from Instagram
- Are willing to invest in timeless quality as it relates to “good design”
- Likely give to local initiatives like the local food bank or the Humane Society
- Often pet owners

Marketing Execution

- Branding language emphasizes “live where creativity meets community.”
- Visuals also feature local art, bike-sharing stations, and rooftop gardens, rather than just only highlight floor plans.
- Ads run on Instagram, design blogs, and through partnerships with local cafés and art galleries.
- Launch event includes a pop-up art show and local craft beer tastings instead of a traditional showroom wine-and-cheese.

Result

The campaign resonates emotionally with buyers, creating a lifestyle-driven demand — not just selling units, but selling a way of life.

Now let's take the same development project and try a more generic approach, where psychographics won't come into play. Do you sense a difference, right off the bat?

Example 2:

Project: The Junction Lofts (Fictional)

Target Buyer: Broad and undefined —
"First-time homebuyers."

Demographics:

- 29-44 years of age (millennial)
- Location: Waterloo Region
- Likely not married but have a partner
- Have received a degree or diploma
- Occupation: Art & technology, insurance, trades

Execution:

- Marketing focuses on product features: "Granite countertops, integrated appliances, workout facility, co-working space."
- Ads run on social media accounts, a newsletter and broad real estate portals with no refined targeting.
- Launch event is a showroom open house with brochures and financing pamphlets for attendees to take home.

Result:

The campaign generates awareness, but doesn't connect emotionally. The development competes on price and features alone, making it harder to stand out in a crowded market.

We know that development teams are seeing the importance of storytelling and creating more of a narrative, but there is still a gap in identifying the mindset of your consumer and why they would want your project. Take a note from product brands: The best marketing strategies don't focus on the product but the problem.

Demographics tell you who your buyers are. Psychographics reveal why they buy.

The difference between the two can mean the difference between competing on price, or selling out because you connected on values.

Our team helps developers go beyond surface-level data to uncover the motivations, mindsets, and lifestyles that truly drive purchase decisions. With these insights, you can craft campaigns that resonate on an emotional level and build lasting buyer trust.

Book a consultation today, and let's turn buyer research into your strongest competitive advantage.



3. Deliver a Concierge Service for Your Customers.

We realize that your development team is already slim and you may even be relying on a realtor team to be your first touch point with potential buyers.

You are trying to keep your head above water managing all of the paper work of for new homeowners—the signing, finish selections, pay schedule reminders, Tarion setup, final walk-throughs...the list goes on.

It's a lot. And even though you've already invested in various software and processes to streamline your efforts and make the experience more pleasant for everyone involved — is it exceptional? Think about a buyer walking into a Ferrari dealership and the kind of white-glove experience they are receiving. Could you say the same about yours?



Here are a few key insights to get you thinking:

62% of consumers say they are more likely to do business with a company that offers personalized experiences.

In real estate specifically, **92%** of homebuyers are more likely to buy from an agent who provides personalized service.



The experience doesn't have to be pretentious to be memorable. It doesn't need to be a "white glove" service to be thoughtful. If you can create an end-to-end experience that is both meaningful and efficient, you will have mastered creating a compelling brand.

So, what can you do? It's important to get ahead of your sales team strategies. While they will share lots of ideas and have great insight, it's important to think up your own foundational plan for how you would like customers to be engaged with.

Start with brainstorming sessions. Work with all divisions and departments that are involved in delivering something (anything!) to the customer. Host a brainstorm session allowing the team to generate "crazy ideas" and get real on how you can implement the ones that excite you. Allow room for ideas that may seem costly or ridiculous at first glance. It's important to go wild.

As you narrow in on viable options, keep in mind these core elements of a great customer experience:

Ease & Convenience

- Simple processes (buying, onboarding, support).
- Frictionless technology (fast website, easy checkout, mobile-friendly).
- Customers should never feel like they're working harder than you.

Personalization

- Tailored recommendations, relevant communication, and remembering preferences.
- Making the customer feel known, not just another transaction.

Clear, Transparent Communication

- Proactive updates (shipping, delays, next steps).
- No hidden fees, surprises, or fine print.
- Using language that is friendly and human, not corporate jargon.

Consistency Across Touchpoints

- Whether online, in-store, through an app, or speaking to an employee, brand experience should feel unified.
- Same level of quality and tone everywhere.

Responsiveness & Support

- Quick, empathetic help when issues arise.
- Multiple easy ways to reach support (chat, phone, email, self-serve).
- Resolving problems in one interaction when possible.

Empathy & Human Touch

- Staff trained to listen actively and show genuine care.
- Anticipating unspoken needs (like offering water at a car dealership or guiding a first-time homebuyer through steps).

Trust & Reliability

- Delivering what you promise, on time.
- Being transparent about mistakes and fixing them fast.
- Protecting customer data and privacy.

Memorable Moments

- Small “wow” factors that go beyond expectations (thank-you notes, thoughtful follow-ups, surprise upgrades).
- Experiences that create positive stories customers want to share.

Customer Empowerment

- Easy access to information so customers feel confident in their decisions.
- Flexible options (returns, customizations, payment plans).

Emotional Connection

- Making customers feel valued, respected, and part of a community.
- Aligning with their values (sustainability, social good, etc.).

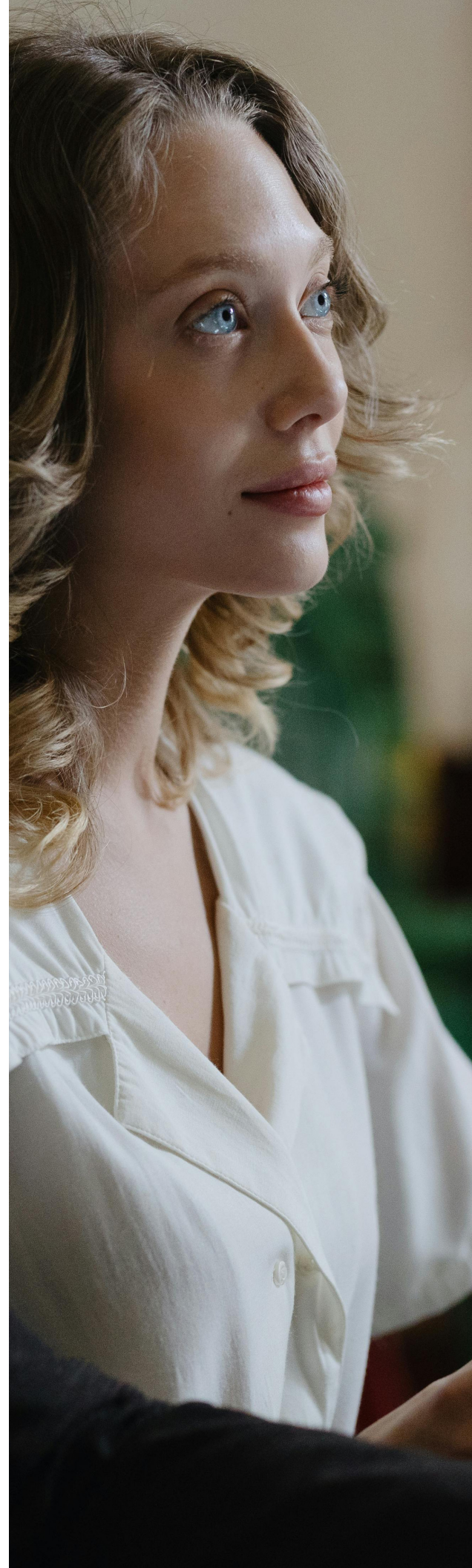
Mapping a Buyer Journey

Once you've mastered the customer experience, hone your viable ideas into the beginnings of a buyer journey.

A buyer's journey is the path a potential customer takes from first recognizing a problem to making a purchase, encompassing the psychological and practical steps involved in the buying process.

It typically includes three main stages—awareness, consideration, and decision—and helps businesses understand customer motivations and needs to create effective marketing and sales strategies that guide prospects through to a purchase

The buyer journey itself is something that you will want to finalize with your sales and marketing team in the room. This ensures you create a final plan that aligns with your brand, your project sales goals and the needs of the customer.



Here's an example of what this could look like:

Stage 1: Awareness & First Contact

Buyer Feelings: Curious,
excited, cautious

Concierge Touchpoints:

- Personalized welcome email or call: "We're excited to have you join our event."
- Lifestyle questionnaire: helps tailor recommendations (commute time, family size, amenities).
- Digital "starter kit": beautifully designed guide with community highlights, sample floorplans, and local lifestyle perks.

Stage 2: Exploration & Tour

Buyer Feelings: Overwhelmed
by options, seeking clarity

Concierge Touchpoints:

- Private tour (sales center or site) with refreshments, custom signage ("Welcome Sarah & David!").
- Interactive floorplan selector / VR walk-through of suites.
- The concierge provides curated options based on the questionnaire: "You said natural light was important, here are the best corner layouts."
- Swag bag with branded keepsakes (notepads, keychains, coffee-table book of the project).

Stage 3: Purchase & Closing

Buyer Feelings: Excited, but stressed (documents, money, timelines)

Concierge Touchpoints:

- Single point of contact for financing, paperwork, and lawyer coordination.
- Elegant digital portal or app with timelines, contracts, and FAQs.
- Stress-reducer perks: recommended mortgage brokers, moving checklist, closing calendar.
- Handwritten thank-you note after signing.

Stage 4: Waiting Period (Pre-Construction / Pre-Delivery)

Buyer Feelings: Anticipation mixed with impatience

Concierge Touchpoints:

- Monthly updates with construction photos, short video tours, or drone footage.
- Invitations to “hard hat tours” or exclusive community preview events.
- Personalized holiday / birthday greetings + small branded gifts (e.g., home fragrance, wine, or local artisan goods).
- Access to an online “resident lounge” forum where buyers meet future neighbours.
- Swag bag with branded keepsakes (notepads, keychains, coffee-table book of the project).

Stage 5: Move-In & Orientation

Buyer Feelings: Excited, but anxious about logistics

Concierge Touchpoints:

- Move-in coordination: booking elevators, recommending movers, utility setup.
- On-site concierge staff on move-in days with refreshments & support.
- Personalized “Welcome Home” box (local café gift card, branded kitchen essentials, plant, bottle of wine).
- Hotel-style walk-through: explain appliances, heating/cooling, building amenities.

Stage 6: Post-Move & Loyalty

Buyer Feelings: Settled, ready to feel part of the community

Concierge Touchpoints:

- Resident welcome event: wine & cheese night, family BBQ, yoga in the amenity space.
- Concierge hotline for first-year warranty or service issues.
- Invitations to VIP previews for future projects.
- Anniversary follow-up: “One year in your new home—how are you enjoying it?”



Result

Instead of feeling like “just another buyer,” the homeowner feels like a VIP guest whose lifestyle was carefully curated and supported every step of the way.

Creating an emotional feeling similar to the concierge service you would receive when buying that Ferrari or checking into a boutique hotel points back to building your credibility.

Remember — the more responsive, insightful and proactive you are as a company/brand, the more you will resonate with buyers. And that, my friend, is the name of the game.

The truth is, today’s buyers expect more than efficiency; they expect empathy, personalization, and thoughtful touches that leave a lasting impression.

If you want your buyers to feel like VIPs, you need a partner who can help you design an end-to-end journey that goes beyond the basics. From the first touchpoint to move-in and beyond, our team can help you build a concierge-style experience that buyers won’t just remember, but one they’ll talk about.

Book a consultation with our team today to start mapping out a buyer journey that elevates your brand and sets your project apart.



Key Takeaways

Launching a pre-construction project in today's market requires more than sharp renderings and a sales center.

Success now comes from building brand credibility, deeply understanding your buyers, and delivering a customer experience that feels personal, thoughtful, and unforgettable.

These three steps are not just best practices—they're the foundation for standing out in a crowded, cautious market. By investing in these areas now, you'll be positioned to move from concept to sell-out with confidence when the market shifts.

Build Brand Credibility:

- ❑ **Evaluate your brand** and what you say you stand against your actual day-to-day actions, initiatives and engagements **outside** of a project. Do they align? What crazy ideas do you have to do better
- ❑ **Ensure you're authentically hitting most, if not all, of the key indicators of credibility.**
- ❑ **Share your efforts.** Remember, we need to stay humble, however, if you are not updating your website with press releases on the latest scholarship winner or posting on social accounts the volunteer time at the shelter, then you are missing an opportunity to create brand awareness touchpoints, which ultimately keep you top-of-mind for consumers.

Evaluate Your Buyer Research:

- ❑ **Go beyond demographics.** Age, income, and marital status give you the “who,” but psychographics reveal the “why” behind buyer decisions. Without both, your research is incomplete.

- ❑ **Leverage psychographics to create emotional connection.** By understanding buyers’ values, lifestyles, and aspirations, you can design marketing that resonates on a deeper level—selling a way of life, not just a unit.
- ❑ **Differentiate through insight, not features.** Developers who identify buyer motivations early gain a competitive edge, moving beyond competing on price and amenities to building loyalty and long-term demand.

Deliver Concierge Service:

- ❑ **Make the experience seamless and personal.** Go beyond efficiency by offering tailored touchpoints—buyers should feel known, valued, and supported at every stage.
- ❑ **Think like a concierge, not just a developer.** Anticipate needs, remove friction, and add thoughtful moments that turn a stressful process into a memorable journey.
- ❑ **Elevate your brand through service.** A curated buyer experience builds trust, loyalty, and word-of-mouth buzz that positions your project—and your company—above the competition.

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From brainstorm to sold-out launch: we're the team to get you there

The path from a concept on paper to a sold-out pre-construction launch is complex—and today's market demands more than recycled strategies. You need a partner who understands how to build credibility, connect deeply with buyers, and deliver an experience that sets you apart.

Book a consultation today, and let's turn buyer research into your strongest competitive advantage.

Get in touch
with us

pre-con
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