

# Marketing Proposal

New Construction  
Development

---



# About Home Star Realty



*Ashley Bonnett, Broker in Charge*

Our experienced agents bring a powerful blend of marketing expertise and new construction knowledge, making them a trusted resource for builders and investors.

We offer a full-service approach supported by a team of agents, a dedicated marketing specialist, an inside sales associate, transaction coordinator, photographer, and videographer to ensure every detail of your project is expertly managed from start to finish.

## Our Vision and Mission

At the core of everything we do is a commitment to clear communication and strong relationships. We understand that we are not just representing your project. We're representing you and your brand. And we don't take that responsibility lightly.

Our clients value our combination of a relentless 'get-it-done' work ethic and an attentive, client-focused approach. We work to elevate your brand, reinforce your reputation, and position your product as a leader in quality within the real estate community.



# Comprehensive Services for Builders

Every builder is unique in their needs, wants, background and product. We tailor a marketing plan to each builder's preferences, and below are the services available to our preferred builders.

***You're building a 2025 home. Stop marketing like it's 1995.***



- Custom Neighborhood Logo Creation
- Professionally Designed Signage & Installation
- Neighborhood Website Hosting & Domain for 3 years to capture leads and store marketing materials, HOA docs, & more
- Paid Marketing Ads
- Youtube & Social Media Advertising (FB, IG, YT)
- Detailed MLS listings for spec homes
- Email marketing campaigns
- Professional Photography
- Professional Measurements & Marketing Floor plans
- Professional drone & videography
- Onsite realtor events
- Custom closing baskets with branded builder gifts for each closing
- And other mutually agreed upon services

# Additional Resources

We work with a variety of professionals to benefit our builder teams. Our recommendations to assist in your new construction neighborhood:

- **Stegall & Clifford Law:** As a preferred closing attorney, Stegall & Clifford can assist with recording covenants and HOA documents. When designated as the preferred attorney for a neighborhood, they waive all seller document preparation fees for our builders, delivering both time and cost savings.

**ANEW Homes**  
and **Atlantic Bay Mortgage Group®**  
are teaming up to make your homeownership dreams a reality!

**YOUR SPECIAL OFFER**  
1% lender credit up to \$3000 to use towards closing costs or rate buydown

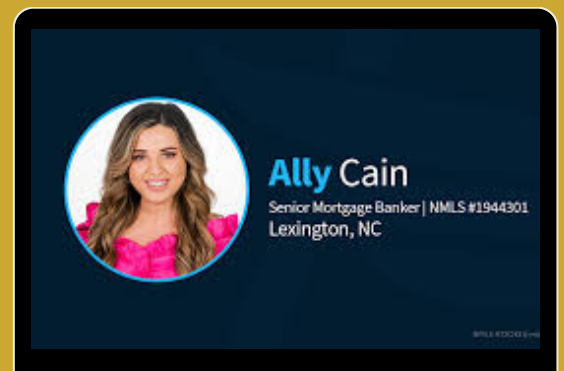
**Ally Cain**  
Sr. Mortgage Banker, NMLS #1944301  
Licensed in NC, SC, & VA  
Direct: (336) 479-2324  
AllyCain@atlanticbay.com  
www.ApplyWithAlly.com

**Atlantic Bay Mortgage**

- **Ally Cain Mortgage Team:** A second-generation mortgage lender and the #2 producer at Atlantic Bay Mortgage Group, Ally is a preferred lender for both national and local home builders. From large-scale track builders to custom home developers, she consistently secures thousands in buyer incentives. Ally's team brings a strong marketing focus and plays a key role in planning and supporting high-impact on-site events.



**Stegall and Clifford Law**  
202 Fair Oaks Lane  
Winston-Salem, NC 27127  
336.281.3110  
laurie@stegallcliffordlaw.com



**Ally Cain Mortgage Team**  
5958 Old Hwy 52, Suite A  
Lexington, NC 27295  
336.479.2324  
allycain@atlanticbay.com

# Commission & Marketing Overview

Home Star Realty charges a 5% commission on new construction sales, sharing 2.5% with any buyer's agent who brings a qualified, ready, and able buyer. Our team actively markets your property to our buyer database and assists purchasers throughout the process.

If the builder secures the buyer directly, the commission is reduced to 2.5%, with Home Star Realty still managing the full transaction.

We cover all marketing costs outlined in this proposal, along with any additional expenses agreed upon with the builder. We also partner with our preferred lender and attorney to enhance marketing efforts and streamline the transaction.



**"We were created for meaningful work, and one of life's greatest pleasures is the satisfaction of a job well done." - John Maxwell**



# *Thank You*

It would be an honor and privilege to represent your company and your product!

***Ready to get started?***



**Contact Ashley**

**Ashley@HomeStarRealtyNC.com**

**336.403.4051**

**www.HomeStarRealtyNC.com**