



The Future of Marketing

Having a Web Presence by Joy Jarman

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As 2005 quickly approaches I always take this time of year to analyze the successful and the “not-so-successful” marketing ideas of 2004. I am always asking myself is what drives people to purchasing our homes. I have spent hours researching the answers to this and other important questions that help me decide how to best spend my marketing dollars in the new year.

One answer kept coming up all year long. Buyers are more and more researching their homebuying options on the internet. Either through realtor websites, commercial real estate websites like Relocation.com, and builder websites. A recent study published in Big Builder magazine stated that 85% of people looking

for homes use the internet to research their buying options. Wow, that is important information. So I took that information and my art degree and have spent the past two months working on our company website.

In our website we will offer the usual generic information about our company as well as the communities that we build in. However, one of my personal favorite pages in the website will be the “Realtor” & “Homeowners” pages. The “Realtor” page will give realtors helpful information about our inventory of homes, pricing, promotions, and our new “Realtor Rewards” program.

Our “Homeowners”



page will feature Community information, warranty info, and even a warranty form homeowners can fill out and send directly to us by email.

Our goal is to make it as easy as possible for our homeowners, realtors, and of course potential buyers find the pertinent information they need in a quick, convenient manner. Make sure you visit our website www.jarman-homes.com starting January 1, 2005.



Realtor Buzz

- Hope most of you were able to enjoy the cookies that we delivered in November to area realtor offices along with the Realtor Holiday promotional postcard. If you somehow missed it the promotion is as follows: **Receive a \$500 Shopping Spree** to Triangle Town Center upon closing on any contracts written by December 31, 2004.
- Our new office is scheduled for opening January 24th. It is located near Rainbow Lanes on Hwy. 42E. We are excited to have our office available making it easier for us to communicate directly with realtors and buyers. Two additional flex space bays will be available for rent.
- Our new Home Plan Books have been a big hit with Realtors. With the plans so easily accessible I am able to quickly fax over a copy of any plan. We have plan books for all three neighborhoods.
- In our continuing efforts to build relationships with area realtors, we will be kicking off our new “Realtor Rewards program” starting in January. Find out more on our website.
- In an ever changing industry, we strive to stay on top of the latest trends and marketing strategies. Therefore, Neil and I will be attending this year’s National Builder Show in Orlando. Although we were looking forward to Vegas, we are still very excited about the new seminars and opportunities the show offers this year.

Don't forget to register for our new “Realtor Rewards” program starting January 1st. Register online at www.jarman-homes.com



www.jarman-homes.com



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We want to wish everyone a joyous and peaceful Holiday Season!



Joy, Joshua, Neil, &
Caleb Jarman

Our Commitment to You

On behalf of Jarman Homes, we pledge our continuous commitment in creating successful relationships with our homeowners, subs & partners, and realtor friends. We accept the responsibility of staying in touch with the current trends, constantly updating our homeplans, keeping our jobsites clean and safe, and using quality materials and construction techniques. We pride ourselves on our outstanding customer service before and after the sale, our extraordinary attention to details, and a personal and creative touch to each home whether priced at \$90,000 or \$300,000. As part of our commitment we strive to continually grow and learn. Therefore, we would appreciate any feedback from you, our realtor friends, to help us become a better company. Please feel free to contact us by email: Jarmanhomes@earthlink.net.

From our family to yours, we wish you a safe and happy Holiday Season and a prosperous New Year!

2004 Parade of Homes Photo Album



Our Gold Winner: The Liberty.
Located in Tralee. Featuring 702
unfinished upstairs.



All the award winners at the Parade
of Homes Banquet.



HBA JC's Sherry Pinney, giving
Neil a "Special Feature" award for
the Master Bath in the Liberty.



Left to right: Paul & Abby Gorman
and Joy & Neil Jarman.