

# **Cost-Effective Amenities for Tomorrow's Buyers**

***ULI Master-Planned Communities Conference***  
**Friday, June 13, 2008**  
**Washington, D.C.**

**Richard M. Gollis**



THE CONCORD GROUP

# Introduction

- What is an Amenity?
- Role of the Amenity in Master-Planned Communities
- Understanding Buyer Psychology and Who Benefits
- Genuine vs. “Artificial” Amenities: Defining Characteristics



# What is an Amenity?

**ame·ni·ty** \ə-me-nə-tē\ *noun*.

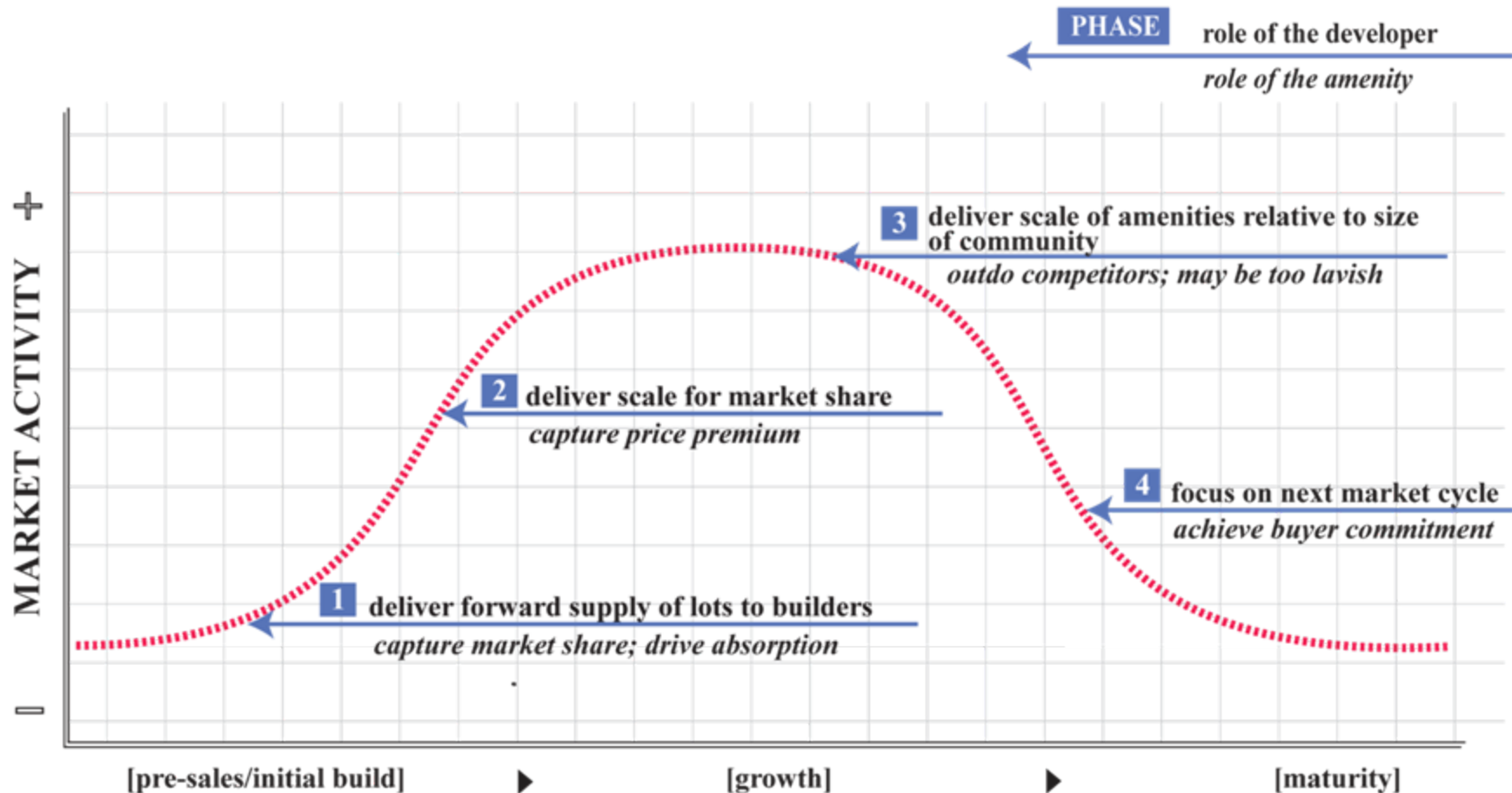
any tangible or intangible benefit that defines a property's brand in the eyes of the consumer, by increasing its attractiveness, value, comfort or convenience.

**ame·ni·tize** \ə-me-nə-tīz\ *verb*.

to create a package of benefits that will motivate buyer commitment



# Role of the Amenity in Master-Planned Communities

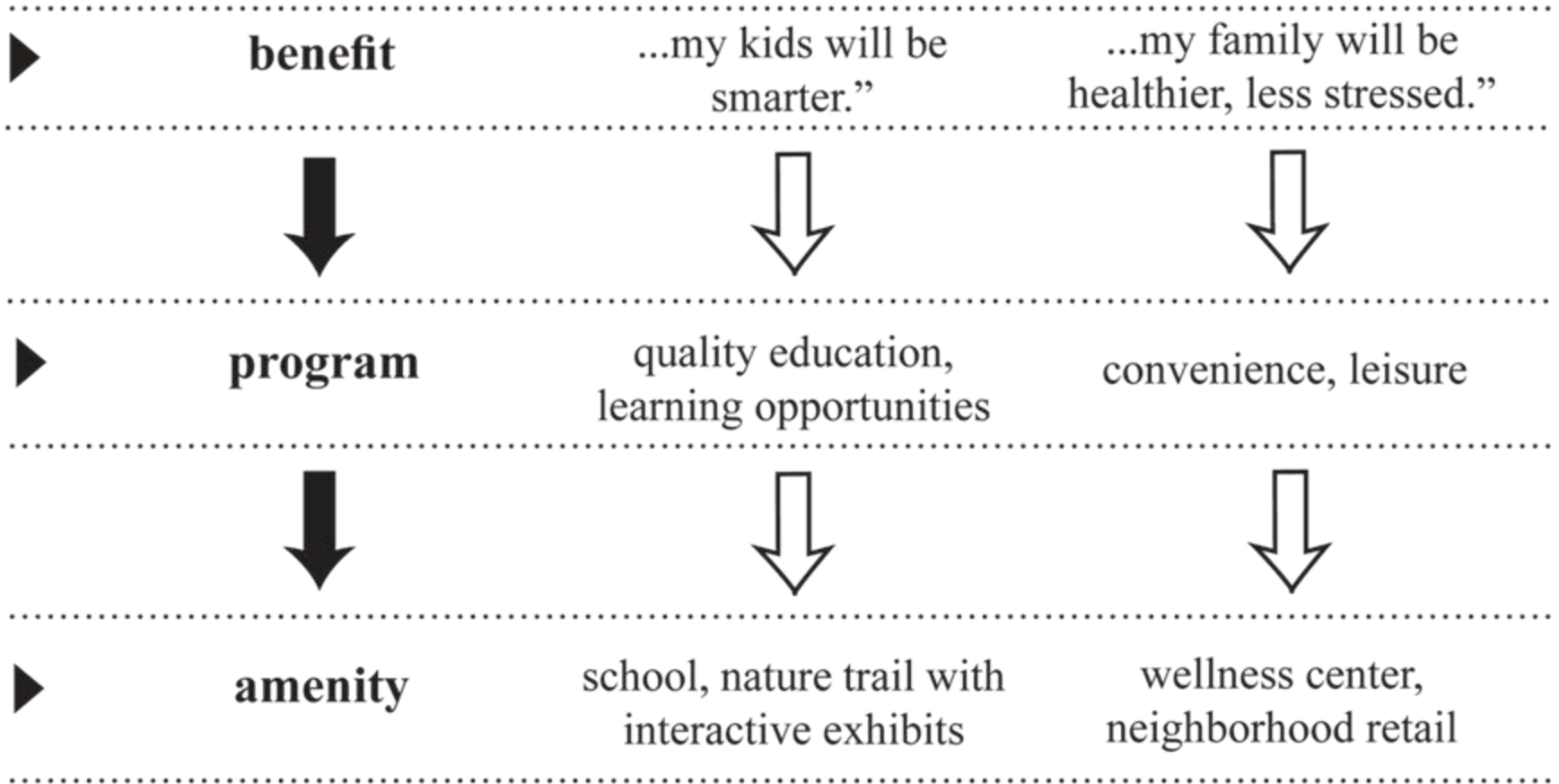


## MASTER-PLANNED COMMUNITY PHASES



# Who Benefits?

*"If I move here..."*



# Define Your Buyer: Lifestyle Trumps Demographics

*10-year old boy in...*

▶ **household profile**

...highly educated,  
affluent family

...middle-income, two  
working parents



▶ **buyer criteria**

structured, individual  
instruction; sensitivity  
to quality

safety for unsupervised  
kid; sensitivity  
to HOA fees



▶ **amenity**

tennis courts, soccer  
training field

afterschool, non-profit  
recreational center



THE CONCORD GROUP

# Genuine vs. Artificial Amenities

## CHARACTERISTICS

- accessible
- customized to community needs
- high social value
- distinctive branding tool

- isolated location
- generically designed
- seldom used
- low marketing value



◀ neighborhood pocket park

inaccessible open space ▶



◀ community wellness center

fitness room ▶



# Conclusions

- Amenities define the brand; drive sales and marketing
- During cycle peak, they may yield diminishing returns
- Know your buyer, then create package of benefits
- Beware of “artificial” amenities that consumers don’t actually use



Richard M. Gollis, Principal  
THE CONCORD GROUP  
130 Newport Center Drive, Suite 230  
Newport Beach, California 92660  
**Telephone:** 949.717.6450  
[www.theconcordgroup.com](http://www.theconcordgroup.com)

Newport Beach | San Francisco | Boston



THE CONCORD GROUP