

To: Fellow Rancho Village homesellers
From: Matt Lorenz and Celia Onidi, Rancho 417

Dec. 7, 2005

Hello, Neighbor:

Recent news about the resident share drive bodes well for the future of Rancho Village. The future therefore becomes a strong selling point for homes in Rancho, regardless of whether the owners of those homes have committed to buying shares themselves.

Unfortunately, neither Newby Management, Rancho Properties, Inc., the homeowners association nor the acquisition committee seems inclined to use this selling point to inspire home purchases. That part is up to us. So I have a proposal.

Why don't we, the 30-60 individuals and small companies trying to sell homes in Rancho, join forces to advertise those homes and the village itself? Our homes will sell much faster, and our asking prices will have a much better chance of standing up, if the general public actually *knows about* Rancho Village and what's available inside.

Even if a contract binds you to pay Rancho Sales or an outside broker a commission if your house sells within a certain period, aggressively promoting your home and community to the outside world could save you thousands in lot rent. Rancho and Newby don't have to pay \$424 or \$432 per unit every month; they collect it. And they receive the same high 10% commission whether a home sale takes 5 months or 5 hours. **They have no stake in accelerating the process. We do.**

Since Celia and I moved to the village last November, our company has bought, upgraded and marketed two other homes here: Nos. 2149 and 738. We signed the two up with the Rancho sales office in March, but it soon became apparent that Newby's passive approach works too slowly during tourist season and not at all in the off-season. The sales staff is hamstrung by a corporate policy of **WAITING**:

- **WAITING for people driving along Ulmerton or Belcher to notice our entrances, interpret their meaning, and summon the curiosity or courage to come inside.** Am I trespassing? The sign says I am if I enter the apartment roads next door.

- **WAITING for those who do venture in to find someone home at your house or the sales office, or find a relevant phone number posted and call it.** Hope they visit during business hours, not on Sunday or a holiday.

- **WAITING for computer owners with internet connections to stumble upon rancherovillage.com.**

Maybe some will drive by and note the physical address for later inquiry. Maybe some will hit the right combination of senior listings to reach the web address. But would it not serve our Rancho sellers better to actually **DIRECT** people to those addresses, **PUT** the homes in the public eye, and **TELL** the share-drive story to seniors who fear developers and savvy homebuyers who desire land rights?

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This mission requires ads in large-circulation publications, and perhaps broadcast ads, rather than ads in the *Largo Leader* and *Mobile Home News*.

The lack of visibility may not matter to Rancho, but it matters greatly to would-be homesellers who have to keep paying those rents while still facing a full commission payment at the end. Passive selling means idle homes, and 6 months of waiting means **\$2,595.90** on your \$432.65 land lease. That \$2,595.90 effectively turns a \$3,000 commission to **\$5,595.90**, and it can turn your profit to zero or less.

Joining mattmedia's aggressive ad campaign can put all of us ahead of the sales pack, and it can more than pay for itself in saved rents if not saved sales commissions. Imagine the impact of a color display ad in the *St. Petersburg Times*, *Tampa Tribune* or *AARP Bulletin* featuring inside and outside shots of, and details about, each home in our group!

Let's work together and see how inexpensively we can get out the word about our homes, our resort, the resident ownership drive, and the contingent home contracts people can sign if they're reluctant to deal before the land acquisition becomes final. mattmedia has the hardware, software and know-how to produce ads immediately, as I did through four years directing Devil Rays publications. Our design and internet subcontractors can add your home to mattmediafla.com, or create signage or special effects beyond my own print design, editing and production.

- **For less than \$100 total**, our group can post median signs outside Rancho property.
- **For less than \$200 total**, we can capitalize on mattmedia contacts to buy 10 days worth of classified advertising in a local or northern newspaper, or a small display ad in the Senior Voice of Florida. mattmedia already has permanent listings on two tourist sites in addition to mattmediafla.com and ranchovillage.com.
- **For as little as \$150 per column inch**, we can buy a *Times* color display ad. I will provide a ready-to-publish advertisement featuring every participant's home equally.

If you prefer that your home have *its own advertising*, we can handle your campaign for a low, flat fee, not a commission – closer to 1 percent of the sale price than 10. We are not Realtors. We are not brokers. We are home improvers – Celia's specialty – and advertisers.

mattmedia can prep homes to maximize their value, then get serious buyers in, then help with showings themselves. We also can watch properties in owners' absence and locate renters among the 200 contacts we have developed through advertising in Florida, the northern U.S., Canada and England the past 18 months.

If you would like to join the Rancho Homesellers Advertising Group or become a private mattmedia client, please reach me at any of the contacts provided in this letter.

The time for passive selling has passed. We must make these home sales happen NOW.

Thank you for your help, and for being such a good neighbor!

Sincerely,

mattmedia of Florida, Inc.

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P.O. Box 14455, St. Petersburg, FL 33733

mattmedia@tampabay.rr.com

813-817-3339

www.mattmediafla.com