

**Loreto Bay goes from the drawing board start up to big business in 24 months—from 10 people and \$0 to \$300 million in sales with the CMAEON™ Connected Market Space platform.**

## **THE STORY**

Loreto Bay had emerged from renderings created in a small office in Victoria BC, Canada into a \$2-billion resort on the Baja peninsula. The idea was to turn eight miles of beachfront property into an environmentally friendly, sustainable-development community under the direction of founder, David Butterfield.

*The project was literally still on the drawing board, when we met, says Tim Vasko, founder and Chief Strategy Officer of CMAEON™. When they asked me what my company did, I said, we take companies like yours off the idea board and bring them to the web—using our technology and support team. My answer was a bit tongue-in-cheek because David and I were meeting on an unrelated matter, but David, being a visionary, said, “You’re on, we’ve got 10 people now and we’ll have a hundred by the end of the year; let’s get started!”*

**“We never gave them a generic solution; that wouldn’t have worked”**

—Tim Vasko of CMAEON™

## **THE SITUATION**

The CMAEON™ team started by visiting Loreto’s new location in Scottsdale Arizona and sitting down with the two people in charge of coordinating their sales force. They each had their own ideas of how things should be done and their own contact management systems. The sales force was comprised of elite real estate agents, who came from different backgrounds and had a variety of technology experience. Although they were eager to sell a ton of real estate and make commissions in a new, very unique development, implementing sales was not so easy.

The Loreto Bay Company were selling Mexican real estate through a trust—with very special mortgages—or alternatively, for cash. They needed to attract people to the site, get a deposit from potential buyers before they traveled, process their travel payments and then get them on the Alaska Airlines charter flights.

## **THE SOLUTION**

CMAEON™ began its process of examining what the company and the sales force needed and then began to look at marketing possibilities—from Google AdWords to the off-line, and public relations—where Loreto had hired one of the biggest agencies in the business.

The results were a sales drip process which took each and every lead through the CMAEON Marketing Focus Filter™ system. CMAEON™ had to help Loreto fill the pipe with leads quickly and remain true to the brand image of Loreto’s sustainable development. The technology had to control the process and involve the administrative staff through all of the steps: from lead generation, to deposit, to travel, to the ultimate goal of selling a house priced between \$200,000 and \$500,000.

The first phase was wild and successful at the same time. Says Carol, head of marketing and sales support:

*I spent every day working with CMAEON™, perfecting the system. I would get suggestions and comments from every side. I took every suggestion and met with the CMAEON™ strategist to communicate the need. CMAEON™ would come back with a new user screen that addressed everything from a color preference to an actual change in process. It was a four month process, but by the time we had perfected the first round, we were all surprised to tally the results: \$20 million in new sales!*

The CMAEON Connected Market Space™ for Loreto Bay's development was born. With each iteration, CMAEON™ created new on-demand tools for Loreto Bay.

"We never gave them a generic solution; that wouldn't have worked," says Tim Vasko of CMAEON™. "We looked at what Loreto was doing, predicted where they would be next, and delivered the tools they needed at the time—within a few weeks—so they could keep up their amazing sales pace."

As the Loreto Bay Company grew, CMAEON™:

- integrated direct mail and public relations
- tracked extended Google AdWords campaigns
- customized and personalized campaign content for email marketing
- added reports to pinpoint the optimal spending on marketing sources for leads and buyers

At one point I received a call explaining that Prudential wanted to get into the game and start marketing Loreto to their prospects," said Vasko. "I took it to our development team and we added the affiliate module system, to deliver the leads into the same process, and generate commission reports and stage results for the Prudential source." The affiliate system quickly became one of their most cost effective tools for converting leads to buyers.

When I joined Loreto Bay, the CMAEON™ system was already in full use. I brought in a coordinated marketing program for the company who had already sold \$100 million in real estate," said Debra Stevens, VP Marketing for Loreto. "The CMAEON™ group worked with our entire Agency network—providing detailed metrics and reports while constantly improving our outbound email communications. They even laid out the newsletters before we had any graphics or copy resources in-house. It was great to have this resource. They never slowed down or said it couldn't be done, they just did it, and it was a great success!"

"I consider Loreto one of our greatest achievements to date," says Tim Vasko. "The challenge of keeping them going at the pace they were on, supporting over 50 GB of data per day. The challenge was not only a technological and scalability challenge, but also a marketing and management challenge. It worked so amazingly well for Loreto, I wonder why every developer on the planet doesn't scrap their old sales strategy and get into a Connected Market Enterprise platform. Given the groups we're working with now, I suspect the most savvy will."