



# “YOU’LL FIND YOUR PIECE OF HEAVEN”<sup>(1)</sup>

## EXPLORING MARKETING TECHNIQUES FOR ENTICING HOME BUYERS TO OWN THEIR OWN PIECE OF ‘SUBURBAN HEAVEN’ IN HRM

Sense of belonging, an improved and happier life, and security

### BRUNELLO ESTATES GOLF AND SPA

Friendly neighbours with similar lifestyles

Resemblance to resort advertising. The notion of place as a commodity and selling it

Selling a lifestyle

Well planned community and homes

“**Everyone** wants a **place to call home**. Everyone wants a place to **relax with friends and family**. Everyone wants a place where the **neighbours are friendly**, and the **community’s amenities suit their lifestyle**. And that’s what Brunello Estates Golf and Spa is all about a community that will give you your own **unique sense of place**.

Where else can you step outside your own back door onto a **beautiful walking trail** that leads you through **pristine woods** to a **professionally-designed 18 hole golf course**? Where else can you go **canoeing** in the morning, play **tennis** in the afternoon, then enjoy a **dinner** at Brunello Estates Golf and Spa in the evening? What other community gives you such a **strong sense of place** as Brunello Estates, with its **own shops, nearby schools, spa, boat launch and community centre**?

Brunello Estates Golf and Spa is more than **500 acres of rolling, wooded landscape**, all within the city limits and only **15 minutes from downtown**. At its completion, its fully serviced lots will be **home to 700 families**. Townhouses, apartments and condominiums are also part of the community, giving active singles, empty nesters and **growing families an array of options** for the enjoyment of the **Brunello Estates lifestyle**. Commercial development will be contained within 25 acres, and will be **planned with the needs of the Brunello Estates community in mind**”<sup>(1)</sup>.

Beautiful views and access to nature for recreational activities and as a sanctuary

Close proximity to city amenities, but set in a natural, country like landscape

Emphasis on family

### SUBURBAN POPULATION VS. CITY POPULATION IN HRM

Are the marketing techniques used to sell suburban houses in HRM targeted towards particular demographic groups, or does the market demand the characteristics advertised in suburban communities?

Studies shows it is a mix of the two; the use of demographic specific marketing and buyer demands dictate the kind of communities that emerge in suburbia. By studying the population demographics of suburban developments throughout HRM and contrasting this data with populations in downtown Halifax, data shows a clear divided between their population structures:

- The population structures for suburban developments is representative of young families with children ranging from infants to teenagers. The population structure of downtown Halifax is of elderly citizens and young adults aged 20-29<sup>(2)</sup>.
- The average family size in the suburban developments is 2.97 versus the city centre with an average family size of 2.37<sup>(2)</sup>.

Sources:  
1. Brunello Estates. (2011). *Lifestyle and Community*. Retrieved on March 10, 2011 from <http://www.brunelloestates.com/lifestyle-community/index.aspx>  
2. Statistics Canada. (2009). *Search Census*. Retrieved from [http://estat.statcan.gc.ca/cgi-win/cnsmcgl.pgm?Lang=E&EST-Fi=ESTAT/English/SC\\_RR-eng.htm](http://estat.statcan.gc.ca/cgi-win/cnsmcgl.pgm?Lang=E&EST-Fi=ESTAT/English/SC_RR-eng.htm)  
3. Ward, S.V. (1998). *Selling Places: The Marketing and Promotion of Towns and Cities, 1850-2000*. New York: Routledge

Images: <http://www.aphoenix.ca/>; <http://www.ehumanteam.com/>; <http://michaelbrookranch.com/>; <http://www.sugarloafpark.ca/>; <http://www.rave-on-djs.co.uk/>; <http://www.bgrsecurity.com/>; <http://naturetourism.allegheeny.edu/>; <http://www.arlingtonvarealestate.net/>

