



Sonoma Building Company is a visionary custom home builder and renovator in the triad. We discovered that their approach to projects, combined with their emphasis on Energy Star standards, was very unique - and very marketable. We created:

- The positioning strategy, creative concept and marketing plan for the company
- Sales materials including a best-in-class brochure and individual sell sheets featuring artist illustrations of each of their homes
- A robust website that features extensive information about Energy Star, all their

current homes on the market, and printable copies of each of their floorplans

- A media plan and advertising campaign to generate awareness among the right audience.

The company had homes featured in the Parade of Homes, has multiple custom homes now under construction, and has sold their first five spec homes



www.sonomabuilding.com

"When we started our business we recognized that it would take investment to get our business off the ground. We decided, up front, that generating and executing a comprehensive marketing plan would be a critical part of our future growth.

We hired MediaFit because we wanted to take advantage of their collective experience in branding products and companies.

Return on investment on marketing is measured over time. We look for signals that our plans are on target. We have been pleased by real estate agents recognizing our print ads and customers who have brought us (our own) marketing pictures saying "can you build this house for me?" It has made a tangible difference in our business." - Rick Tozier, President



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