Strategic Planning AND Positioning

Overview

The Strategic Planning & Positioning team within the Land Services Group provides customized market research, strategic analysis, and positioning support for builders and developers. Our work is designed to help builder partners make stronger decisions around land, product, pricing, buyer demand, competitive positioning, launch strategy, and community performance.

Why This Matters

Today's market requires more than knowing what homes are selling. Builders need to understand who the buyer is, what product they are choosing, where price resistance begins, why one community is outperforming another, how incentives are influencing behavior, and whether a site aligns with current demand.

Our Role

We help connect market intelligence to practical decisions so that land, product, pricing, sales, and marketing strategies are aligned before a community launches and as conditions change.

How We Work

- We begin by understanding the specific need: land opportunity, struggling community, new launch, pricing concern, product question, or broader advisory support.
- We define the appropriate scope, timeline, and deliverables based on the project.
- We deliver practical, actionable recommendations grounded in market data and competitive intelligence.

Potential Engagement Options

Focused Community Review

Best for an active community that needs stronger performance. Possible deliverables include competitive review, pricing position analysis, product and buyer fit review, sales messaging recommendations, and an action plan summary.

Land Opportunity Review

Best for a potential acquisition or site under consideration. Possible deliverables include submarket overview, competitive supply review, buyer demand assessment, product and pricing considerations, and a risk/opportunity summary.

New Community Launch Strategy

Best for a community preparing to open. Possible deliverables include buyer profile, launch pricing review, competitive positioning, sales talking points, broker/Realtor messaging, and a 30/60/90-day review framework.

Ongoing Strategic Advisory

Best for builders who want consistent market intelligence and strategic support. Possible deliverables include monthly or quarterly market reviews, community performance reviews, competitive pricing updates, pipeline discussions, and executive summaries.

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Primary Areas of Support

Land & Market Opportunity

Strategic support for land decisions, market entry, & site evaluation.

- •· Land opportunity review
- Submarket analysis
- Competitive supply review
- Go / no-go market intelligence
- Land committee support
- Site positioning recommendations
- Product and buyer fit analysis

Product & Community Positioning

Guidance to align product, buyer profile, and community story.

- Buyer profile development
- Product mix recommendations
- Floorplan fit review
- Included features comparison
- Amenity positioning
- Community differentiation strategy
- Positioning statement development

Pricing & Competitive Intelligence

Market-based analysis to support stronger pricing and absorption strategy.

- Competitive Market Analysis
- Adjusted and unadjusted pricing review
- Base price positioning
- Spec and standing inventory review
- Absorption and pace analysis
- Incentive and value position review
- Pricing recommendations by product line

Sales Performance & Community Diagnostics

Strategic review for active communities needing clearer direction.

- Underperforming community review
- Traffic and conversion discussion
- Lost opportunity review
- Competitive battle cards
- Sales team talking points
- Why we win / why we lose analysis
- Recommended action plans

New Community Launch Support

Pre-opening strategy to launch with clarity and confidence.

- Pre-launch market review
- Launch positioning strategy
- Opening pricing review
- Broker and Realtor talking points
- Website and inventory audit
- 30 / 60 / 90-day launch review

Ongoing Strategic Advisory

Consistent market intelligence as conditions shift.

- Monthly or quarterly market reviews
- Community performance review
- Pipeline opportunity discussion
- Business planning support
- Executive summaries
- Leadership discussion guides

Land Services Group Strategic Planning & Positioning helps builders see the market more clearly, position communities more effectively, and make stronger decisions with greater confidence.

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