

**CAI-OCRC Manager of the Year Award
Nominee: Judie Zoerhof, Towers Director at
Laguna Woods Village**

Judie Zoerhof manages the Towers, a senior high-rise condominium community within Laguna Woods Village, which features enhanced services such as meals and housekeeping. At the Towers there are two 14 story high-rises, comprised of 311 condominium residences. In these tough economic times, the Board of Directors requested that Judie develop a marketing strategy to help alleviate high sales inventory that was both effective and inexpensive. The results of the marketing endeavor undertaken by Judie were outstanding; sales inventory decreased by half at the Towers in 2010 and leases increased by 35% over the same time period.



Endeavoring to market a community inexpensively is challenging, but Judie faced an additional complication: a large segment of the market had little understanding of the high-rise condominium product – there is a common misperception that the community is an assisted living facility. Therefore, any effective marketing plan would have to incorporate an educational aspect.

Judie approached the plan in stages in order to adjust the budget in increments and avoid a significant increase in assessments. In the first stage, she developed a marketing website – www.towersatlagunawoodsvillage.com. The website offered the opportunity to share pictures of the facility that showcased activities and amenities. The website also offered tours and telephone information for real estate agents and prospective buyers.

The website allowed Judie to gather information about potential buyers; where they are from and what they are looking for. She used this information in the second stage of the marketing plan: print and television advertising.

With the assistance of a professional, Judie created TV commercials that ran on a local cable channel for five months. She also created a series of three printed ads that each focused on different amenities offered at the community. She oversaw the design of a color portfolio with a newly designed brochure and activities calendar.

For stage three, Judie sought to advertise the community to new audiences. Her research found opportunities outside of the immediate surrounding areas. She placed ads in strategic publications, which included specifics for open houses at

the community. The open house schedules gave a sense of immediacy to the ads and presented a reason to act, essential to motivational marketing.

The comprehensive plan developed by Judie provided information for the immediate market through cable television, garnered interest in local neighboring associations, and spread the word of the value of the community to a much broader base with printed ads and web banners. She has helped the Towers reach a local, county, and worldwide market with information with regard to the special features that make the community's lifestyle unique and desirable.

Since initiating the marketing program, Judie and her staff have received multiple requests for tours and several sales and leases. In fact, sales inventory decreased by 50% over 2010 data. Judie should be considered a leading candidate for the CAI-OCRC award for Manager of the Year in the High Rise Category.