

Real Estate D SECTION

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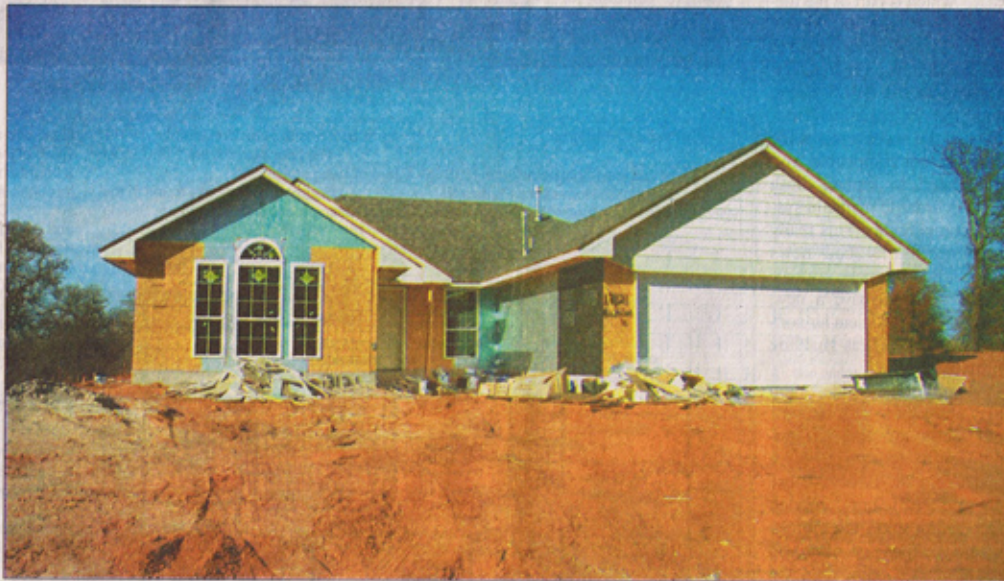
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An exterior view shows the house Heartland Homes is building for one Oklahoman who wins the American Dream Home Giveaway.

PHOTO PROVIDED



Giveaway

■ To register, anyone can enter online at www.heartlandhomes.com or www.ercok.com or visit any area Cox Communications retail location for their chance to be a finalist.

■ For more information about Heartland Homes, ERC Land Development or this promotion, visit www.heartlandhomes.com or www.ercok.com.

drawing to determine the finalists.

Those five people will then be given a key that could unlock the house of their dreams, but only one will win.

A 30-minute show will be televised in May to show viewers the completed house and take them through the development and construction process.

Viewers will watch as someone unlocks the door

RESIDENTIAL MARKETING

Vying for an edge

HOME BUILDERS DEVELOP STRONGER MARKETING STRATEGIES TO COMPETE FOR BUSINESS

BY DEAN ANDERSON
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Largely unaffected by a national slowdown in building, local home-builders still are trying to position themselves to take advantage of the metro-area's robust home market.

The methods vary from touting energy efficient homes to picking up

the tab for closing costs. Other builders have gotten even more creative.

ERC Land Development and Heartland Homes have partnered with KOCO-TV for the American Dream Home Giveaway.

Stacy Jones, co-owner of Minds-Eye Advertising, which designed the campaign, said it was a tough sell at first. Heartland Homes already had given away a home a few years earlier and had not seen the desired results.

"I wanted to do something different for them, and since they work together already, I thought we could do something really big that would benefit both of them," Jones said. "It was kind of a hard sell because it was something they felt they had already done. I brought it to them at a different level."

Vying For An Edge CONTINUES P. 6



From left, Tracy Markum, president-land development, ERC, Jason Klontz, vice president, ERC, Dave Osborn, president, Heartland Homes, and Dominique Homsey Gross, sales marketing manager, KOCO-TV, in front of the home under construction for the American Dream Home Giveaway, in Timber Ridge, near S.E. 29th Street and Hiwassee Road.

PHOTO: MARK HANCOCK