
FMB

FONVILLE MORISEY BAREFOOT

SALES & MARKETING FOR BUILDERS AND DEVELOPERS

WITH AN EXCLUSIVE FOCUS ON NEW HOMES

Sales & Marketing for Builders and Developers



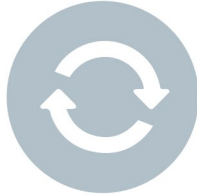
FMB is a firm dedicated to successfully marketing and selling new homes for builders and developers. By staffing communities with dedicated on-site associates who are trained and overseen by our experienced sales managers and implementing proven traffic generation plans designed by our marketing department, we have been able to partner with our clients and generate success after success for over 34 years and counting. FMB believes sales success is achieved through training, accountability, performance tracking and communication.

Exclusive Focus on New Homes

WHAT WE CAN DO FOR YOU



LAND & LOT OPPORTUNITIES



CONNECTING BUILDERS → DEVELOPERS



BUILDER TEAMS & BUILDER MANAGEMENT



MAXIMIZE MARGINS

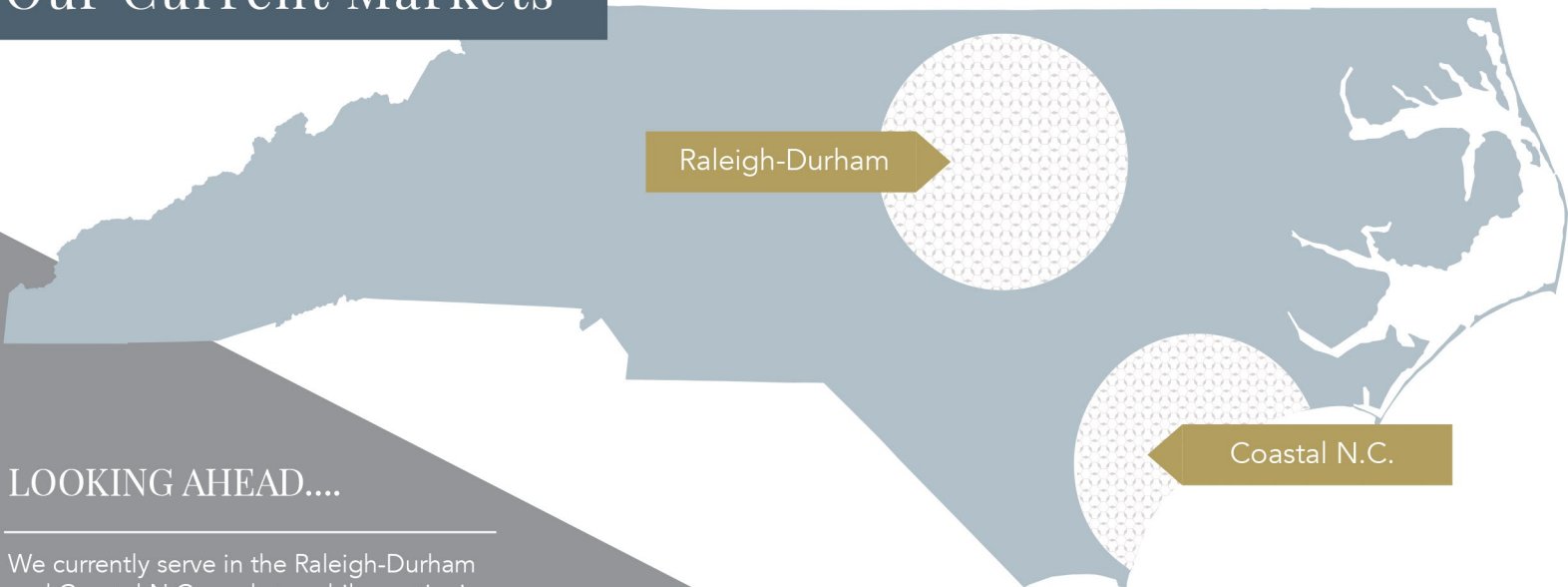


SELL MORE HOMES



ELEVATE YOUR BRAND

Our Current Markets



LOOKING AHEAD....

We currently serve in the Raleigh-Durham and Coastal N.C. markets, while continuing to strategically expand our footprint.

FROM TREES TO KEYS

As a full-service sales & marketing company, we deliver unparalleled knowledge with an extensive development network to continually bring **new land opportunities** to our clients.

NEW LAND → MORE LOTS → INCREASED SALES



Audie Barefoot & Jonathan Barefoot

Proud Past. Bold Future.

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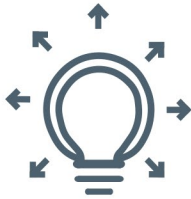
As we look ahead in our *34th year of doing business*, we are committed more than ever to developing top-performing sales teams while bringing fresh and innovative ideas to new home marketing and sales.

- Jonathan Barefoot, President

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DEDICATED NEW HOME SALES & MARKETING

NEW HOME MARKETING



- ✓ Marketing Account Manager
- ✓ Full Marketing Creation
- ✓ In-House Graphic Design

We deliver marketing that drives traffic and sells homes. Our new home marketing is tailored and individualized to each client.

- Expert New Home Marketers
- Marketing Budget Creation & Execution
- Traffic and Budget Evaluation

NEW HOME SALES



- ✓ Sales Management
- ✓ Recruiting & Retaining Talent
- ✓ Dedicated Onsite Sales

We believe ongoing sales success is accelerated through communication, accountability, and performance tracking.

- Weekly Traffic Reporting
- Monthly Sales & Marketing Recap
- Quarterly Activity Plans

RESEARCH & ANALYSIS



- ✓ Target Market Area Analysis
- ✓ Demographic Analysis
- ✓ Product Analysis

We utilize the most innovative resources to provide insightful analysis and individualized recommendations that will help to drive further results.

- Metro Study
- M.O.R.E Report
- TrendGraphix

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A SAMPLING OF OUR CLIENTS & NEW HOME COMMUNITIES

Their success is our success!



CONNECT WITH US

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