



FRACTIONAL MARKETING LEADERSHIP

# Brand, placemaking and marketing leadership for commercial and residential development

*Your marketing department, or the senior leader your  
team needs.*

**Elizabeth Lord**

LANGWORTHY LORD • Greenville, SC

# The challenges I hear most from developers

## 01 Marketing starts too late

The launch is rushed and opening day lacks momentum.

## 02 Looks like every other project

Without a clear story, price becomes the only difference.

## 03 Many vendors, no one steering

Budgets and deadlines start to slip.

## 04 Teams without the tools

Leasing and sales need one story to tell.

## 05 Stakeholders to convince

Investors, neighbors and the press all need to understand why it matters.

## 06 A full-time hire that doesn't fit

Workloads rise and fall with each project phase.

# A senior marketing leader, scaled to your project

1

## Senior judgment from day one

Leading marketing for real estate developments of every kind.

2

## Department or leader

No team? I do the work. Have one? I lead it on your biggest projects.

3

## Flexible by project phase

More time at launch, less in steady state.

4

## Built to outlast me

Playbooks and standards keep your team consistent after I step back.

*Director-level experience, without the cost and commitment of a full-time executive.*

## TWO WAYS I WORK

# Sometimes I am the whole department. Sometimes I lead yours.

### NO MARKETING TEAM

## I am your marketing department

I create nearly everything myself. No agency to hire, brief or manage.

*Best for startups, small businesses and new developments.*

### AN EXISTING TEAM

## I am your team's senior lead

I guide your team and speak for marketing on projects larger, or faster, than they can take on.

*Best for established companies and large projects.*

NO MARKETING TEAM?

# One person. Your whole marketing department.

I create the work myself, so there is no agency to hire, brief or manage.



**One point of contact**



**No agency markup**



**No handoffs or briefing time**



**One invoice**

*The one exception is video and drone filming. I script, direct and edit, and a videographer films.*

# Nearly every marketing need, in one place

**Brand development:** New projects and corporate refresh

**Graphic design:** Copywriting, layout, photo selection

**Websites:** Development and updates

**Social media:** Strategy, analytics, execution

**Investor relations:** Meetings and special projects

**Placemaking:** Amenities, events, signage design, branding, office design

**Events:** Corporate, community, nonprofit

**Media buys:** Planning and purchasing

**Collateral:** Presentations and print

**Writing:** Newsletters, corporate articles, communications

**PR:** Press releases, crisis communications, community stakeholder meetings

**Strategic partnerships:** Revenue and community involvement

**Video:** Scripting, direction, editing

ALREADY HAVE A TEAM?

# When the project is bigger than the team

A senior guide and spokesperson for marketing, so your people keep doing what they do best.

## 01 Senior voice in the room

I represent marketing with architects, site managers, investors and community stakeholders.

## 02 Leads your team

I set direction and standards, and work hand in hand with the agencies you already trust.

## 03 Capacity when it counts

For a larger scope or tighter timeline than your team can absorb.

### PROOF

**Birkdale Village:** liaison to architects, site managers and investors, alongside the center's ad agency.

**Blackstream | Christie's:** led a designer, photographer and assistant.

# Alongside your project, from first idea to a thriving place

## 01 Concept and approvals

Naming, positioning, and the story investors and neighbors hear.

*Waterdance Resort at Oyster Bay (planned): name and brand platform created from concept*

## 02 Pre-leasing and sales

Website, signage, collateral and the tools your team needs.

*Birkdale Village Hospitality Suite; Blackstream | Christie's brokerage expansion*

## 03 Launch and opening

Grand opening, press, partnerships and experiences.

*The Wharf, concept through opening in a post-Katrina market*

## 04 Life of the place

Events, community programming and lasting brand standards.

*Birkdale Village: a town square where people still gather*

## ABOUT

# Placemaking, partnerships and the people who will live and visit there

## BRAND AND MARKETING EXPERIENCE

- 3 destination resorts
- 3 mixed-use retail centers
- Multiple residential communities
- 1 marina
- 1 urban regional mall
- 6 large corporations
- 1 entertainment complex

### Placemaking

I build the brand into the community: amenities, signage, events and gathering places.

### Partnerships

I find and structure partnerships that add revenue or stretch the marketing budget.

### People

I connect with the people who will live in or visit the place.

## RECENT ACCOMPLISHMENTS

# Built, launched and opened, hands on

**\$1M+**

in marketing value from strategic partnerships, including Vendor Village (100+ agents).

**7**

office locations opened with full brand rollout.

**5**

editions of Guided Luxury Magazine written and edited, a real estate relocation guide.

**2**

global branding agencies worked with, Addison Whitney and Brand Symbol: brand development experience.

## TRACK RECORD

# 25+ years leading marketing for places people return to

**2022-2026**

### **Corporate Director of Marketing**

Contender America, Blackstream | Christie's, Contender Homes, Saluda Construction, Contender Hospitality

**2006-present**

### **Brand Strategist, Langworthy Lord**

Brand and launch work for developers, including Beachfield. Naming for Toyota, Carnival, Pfizer, McDonald's and Firestone.

**2006**

### **Corporate Director of Marketing, AIG Baker**

National shopping-center portfolio. Led The Wharf from concept through opening.

**2001-2006**

### **VP, Communications, Pappas Properties**

Mixed-use and residential developments, including Birkdale Village and Berewick.

**1993-2001**

### **Marketing Director, Eastland Mall**

Promotions, events, media and community partnerships for a large regional retail center.

## WHAT YOUR DEVELOPMENT NEEDS

# One brand story for commercial and residential projects



## Commercial and mixed-use

Retail, mixed-use, hospitality, office

- Brand and launch plans that draw shoppers and tenants
- Grand openings, events and sponsorships
- Leasing and investor storytelling



## Residential and homebuilding

Communities, builders, brokerages

- Names, identity and positioning
- Sales centers, signage and buyer materials
- Websites, standards and agent-ready tools

# Turning developments into places people belong



## FOR COMMERCIAL

Grand openings, seasonal events and sponsorships that bring shoppers and tenants back.

## FOR RESIDENTIAL

Parades, gatherings and traditions that turn a neighborhood into a community.

*Pictured: Birkdale Village Fourth of July parade (2024) and tree lighting.*

# A brand that feels like the place



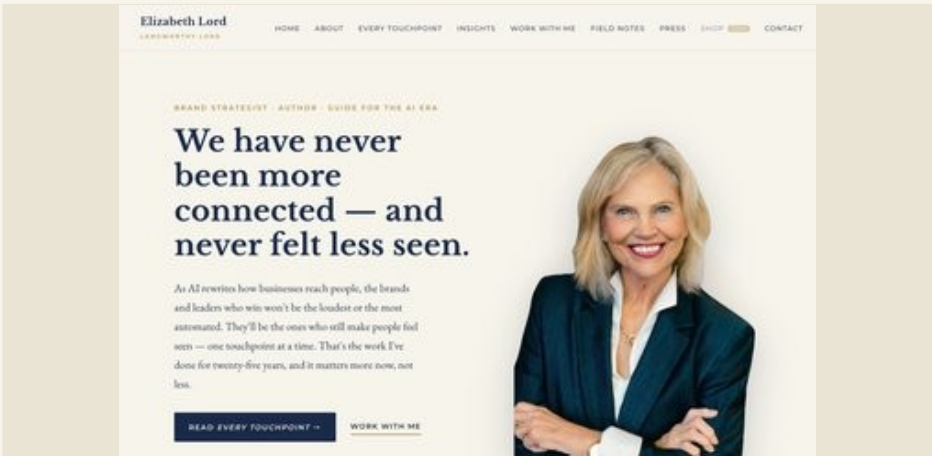
## FOR COMMERCIAL

Identity, banners and wayfinding for shopping centers and mixed-use districts like Birkdale Village.

## FOR RESIDENTIAL

Names, standards and positioning for neighborhoods and homebuilders, from concept to market-ready.

# Websites that welcome people in



## FOR COMMERCIAL

Leasing-ready and investor-ready sites for retail, mixed-use and hospitality destinations.

## FOR RESIDENTIAL

Community and builder sites, from a Daufuskie Island seaside village to a new homebuilding division.

# Design that works in the real world



## FOR COMMERCIAL

Outdoor boards, ads and leasing collateral, like the Reedy River Retail campaign.

## FOR RESIDENTIAL

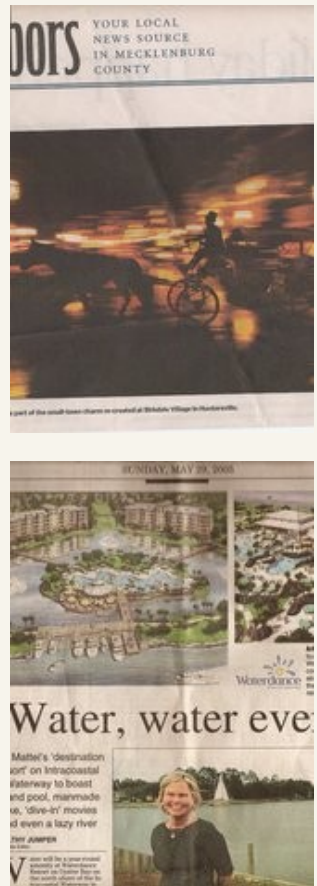
Brand playbooks, brochures and sales materials for homebuilders and brokerages.

## FOR CORPORATE

Articles, signage, office layouts, pitch decks, investor and stakeholder correspondence, and videos.

*Pictured: Contender America and Christie's collateral with Brand Playbook; Reedy River Retail board.*

# Stories the press wants to tell



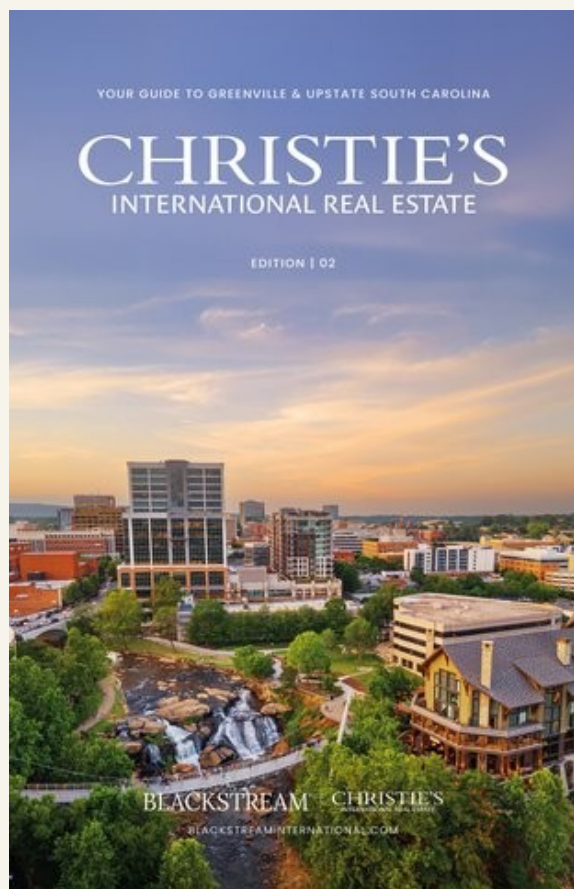
## FOR COMMERCIAL

Retail launch coverage, like The Wharf in Chain Store Age (April 2006).

## FOR RESIDENTIAL

Resort and community launches, like Waterdance Resort in the Mobile Register (May 2005).

# Partnerships that multiply the story



*4 markets. 100+  
agents. One story.*

## FOR COMMERCIAL

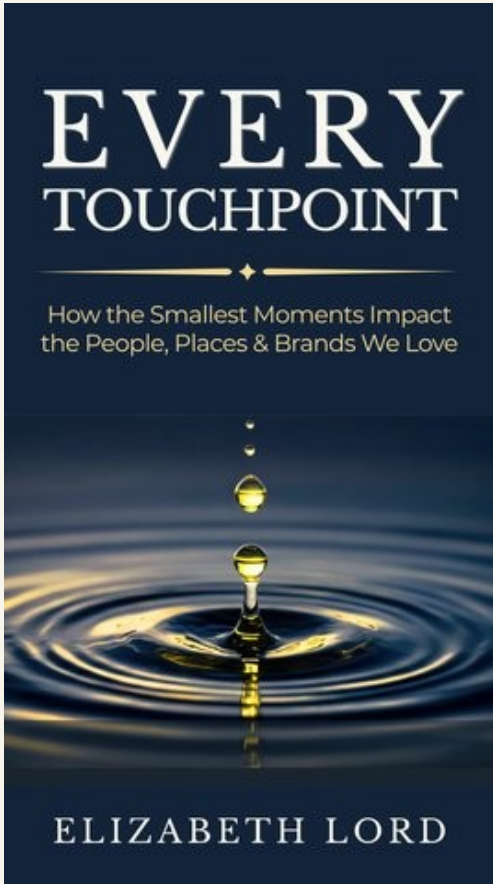
Cause and community partners that bring people to a center, like Birkdale Village's holiday campaign with Habitat for Humanity Youth United.

## FOR RESIDENTIAL

Partnership programs agents and vendors join, creating \$1M+ in marketing value, including Vendor Village with 100+ agents.

*Pictured: Blackstream | Christie's Greenville guide, Edition 02; Birkdale Village holiday campaign.*

# Words that carry the vision



*“Growing Up Green”*

## FOR COMMERCIAL

Features on walkable design, public spaces and water, written for Brier Creek (2009 edition).

## FOR RESIDENTIAL

Community and homebuyer storytelling, from a seaside village welcome to a book on the power of small moments.

# Marketing leadership that grows with your project

I start by mapping the touchpoints where tenants, buyers, investors and neighbors meet your brand.

## 01 Fractional

An ongoing part-time marketing leader. Best for teams of any size, or none.

## 02 Project-based

A defined scope with a clear end. Best for large launches your team cannot absorb.

## 03 Retainer

Steady support as the project grows. Best for guiding an existing team.

## 04 Interim

Leadership during a transition, until a permanent hire is in place.



# Let's build what people remember.

I would love to hear what you are building and how I can help.

**Elizabeth Lord**

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