

CEO for 30 Days: A Plan to Reach a New Market of Builders

LMC Advisory

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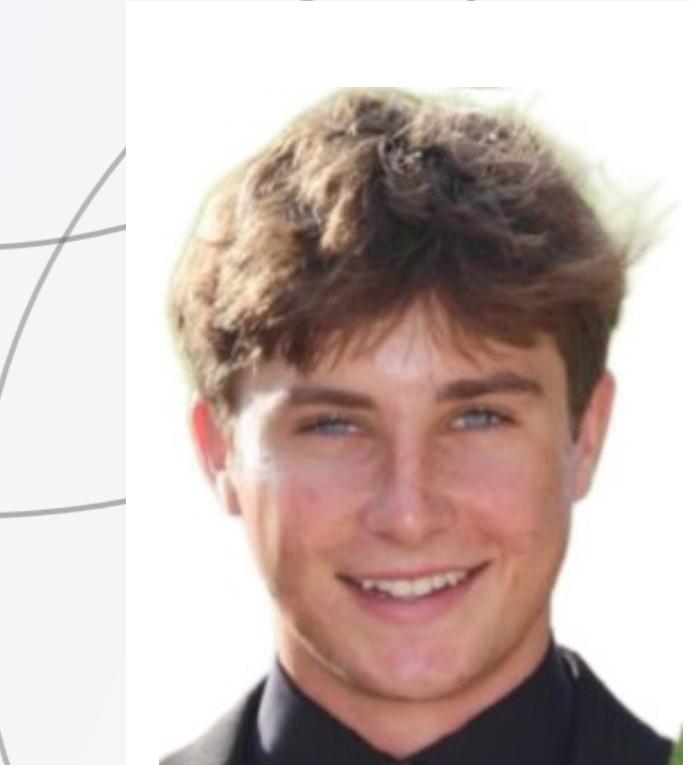
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HR Intern



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Accounting Intern

Agenda

01 | PAIN POINTS

02 | PROPOSAL 1

03 | PROPOSAL 2

04 | NEXT STEPS

05 | Q&A

Pain Points



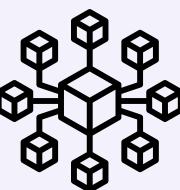
Market Reach Gap: Zonda has yet to tap into the lower third of the homebuilder market, an underserved segment that lacks access to the data and insights larger builders rely on



Value Barrier: Smaller and mid-sized builders often hesitate to invest in Enterprise because they don't see the value or need all the tools it offers



Advisory Affordability Issues: Smaller builders often can't afford full advisory services and just need simple guidance to check their direction

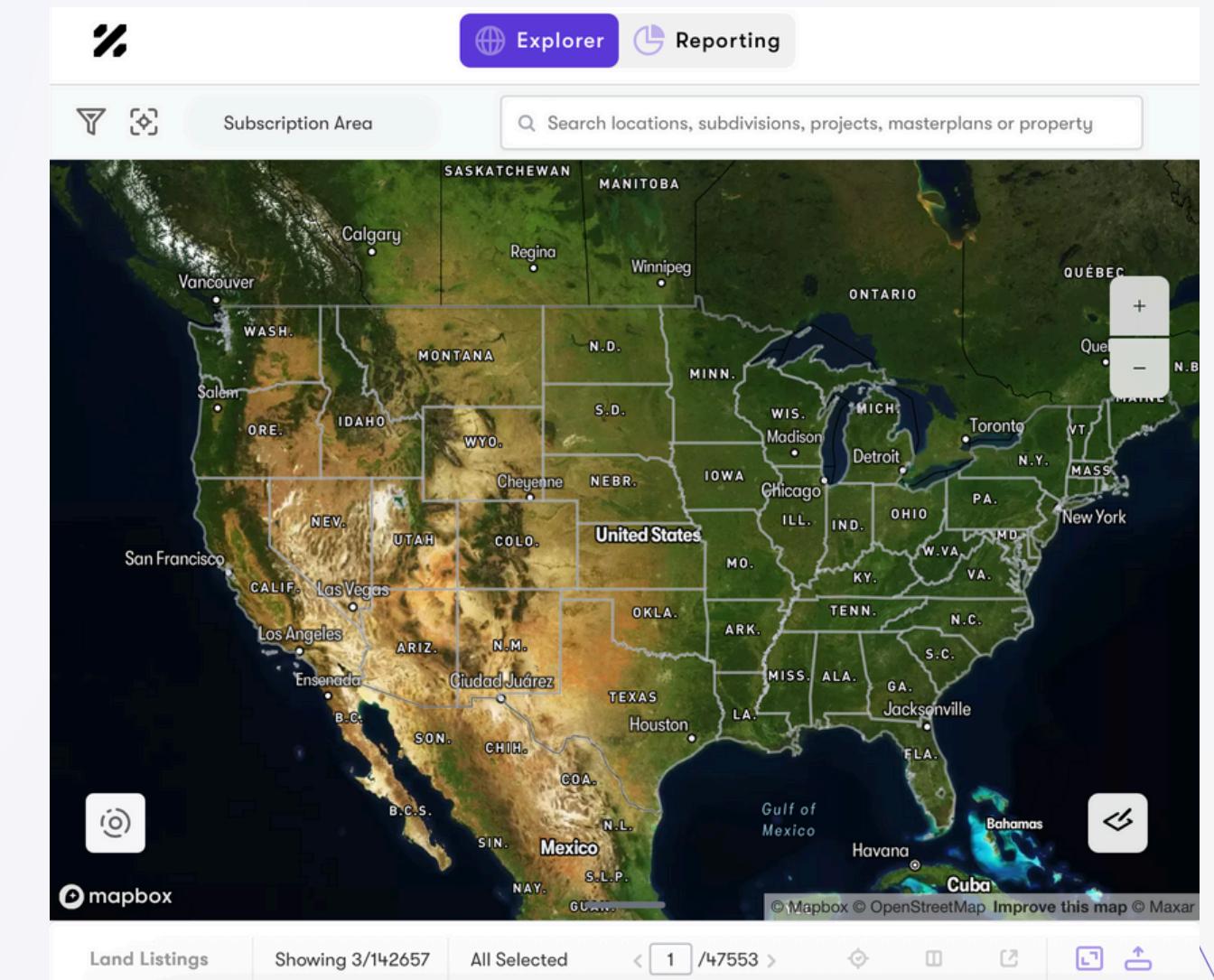


Lack of Integration: Limited integration between Enterprise and advisory leaves smaller builders without a clear path to data and expert guidance

Zonda Enterprise E-Tiers

What is Zonda Enterprise E-Tiers?

Zonda Enterprise E-Tiers is built for small builders and other growing players who want powerful market insights without taking on the cost of a full Enterprise package.



VALUE PROPOSITION

Zonda Enterprise E-Tiers delivers Zonda's proprietary data at a scale designed for **mid and smaller builders**. With streamlined access to research and market intelligence, you gain the insights to compete with national players.

Key Features

Enterprise Essentials

50% of the cost of the standard CBSA price

- Core project search
- Basic map & filters
- Short market reports

Enterprise Elite

75% of the cost of the standard CBSA price

- Enhanced explorer & filters
- Custom map drawing
- Full market reports & snapshot demographics

Enterprise Executive

Full standard price

- All features unlocked
- Exports, iPad access, & Zonda Satellite
- Full demographics, deed data, & advisor support
- Current Enterprise app

Product Tiers Use Cases

Essentials

Tier Qualifications

- 20th percentile annual home closings in a given CBSA
- Builds in one or limited CBSA, family or boutique builders

Use Case

- A small local builder wants data on what land in their CBSA is most optimal to build in

Elite

- 40th percentile of annual home closings in a given CBSA
- Builds across multiple CBSAs, diversified product offerings

- A regional builder wants to know the demographics of the CBSA they are building in

Executive

- > 40th percentile annual home closings in a given CBSA
- Builds nationally

- A big builder that builds in multiple states wants to use Zonda iPad and Satellite for their next project

A Visual Representation of Enterprise

Essentials

Summaries X

Subdivisions Projects Closings Demographics

Select All



Demographic Snapshot

Key population and household metrics, including age & income segmentation, race, and education.

Population Trends

Population counts by age, gender, race, occupation, and commuting patterns.

Household Trends

Household counts by income, size, occupancy, and housing characteristics.

Elite

Summaries X

Subdivisions Projects Closings Demographics

Select All



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Executive

Summaries X

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Population Trends

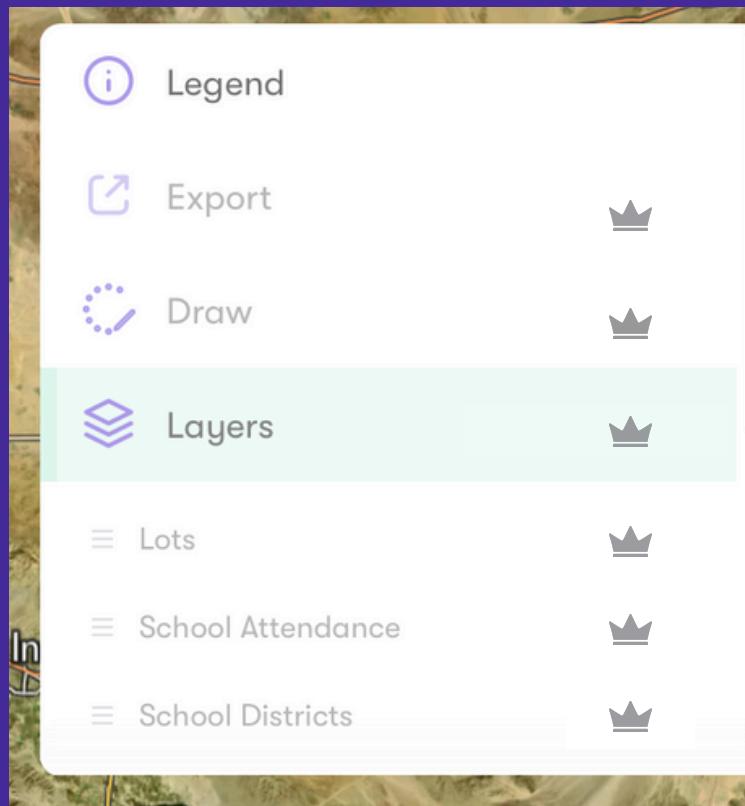
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Household Trends

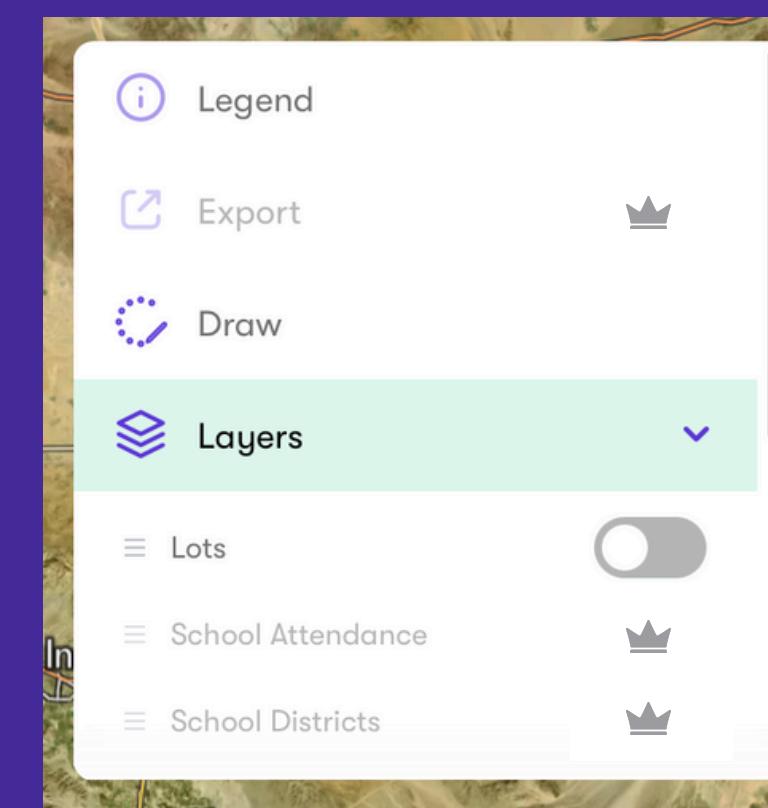
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A Visual Representation of Enterprise

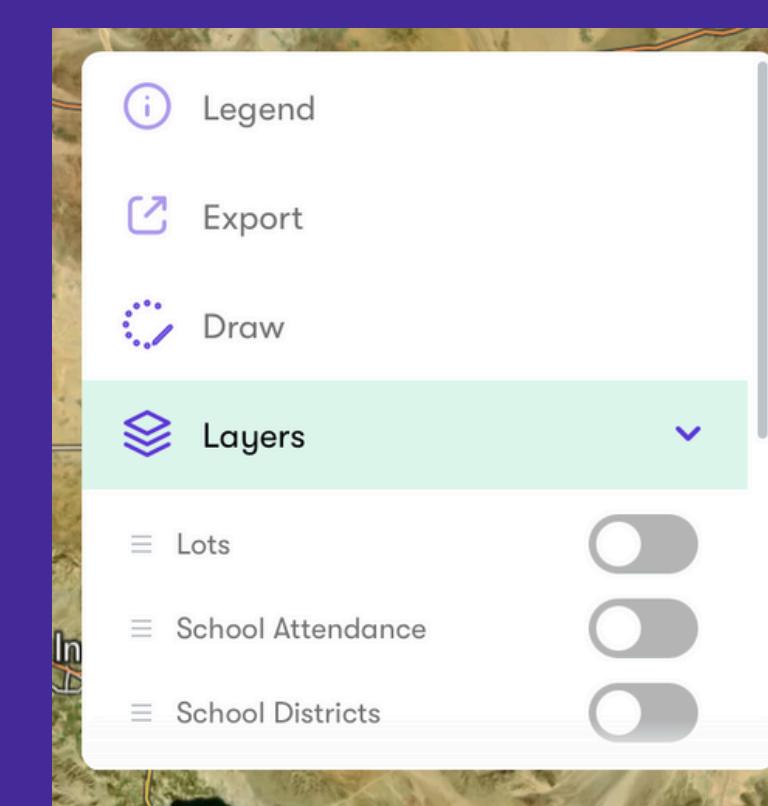
Essentials



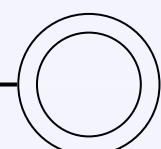
Elite



Executive



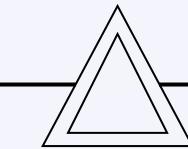
Sales and Marketing with Essentials



01

Demos

- Demo Enterprise Executive; if price is an objection and they meet the Essentials qualifications we will Demo Essentials

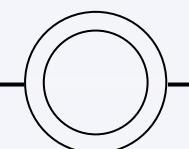


02

Growth

Goal is to grow with clients and get them to move to the full Enterprise

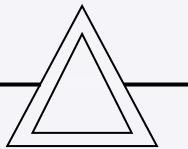
- Limiting features that are needed for a growing/ larger company
- Offering 1 month trial at reduced price



03

Events

- Discounted price on big events (Builder 100, Future Place, Elevate, etc.) for builders subscribed to Enterprise Executive

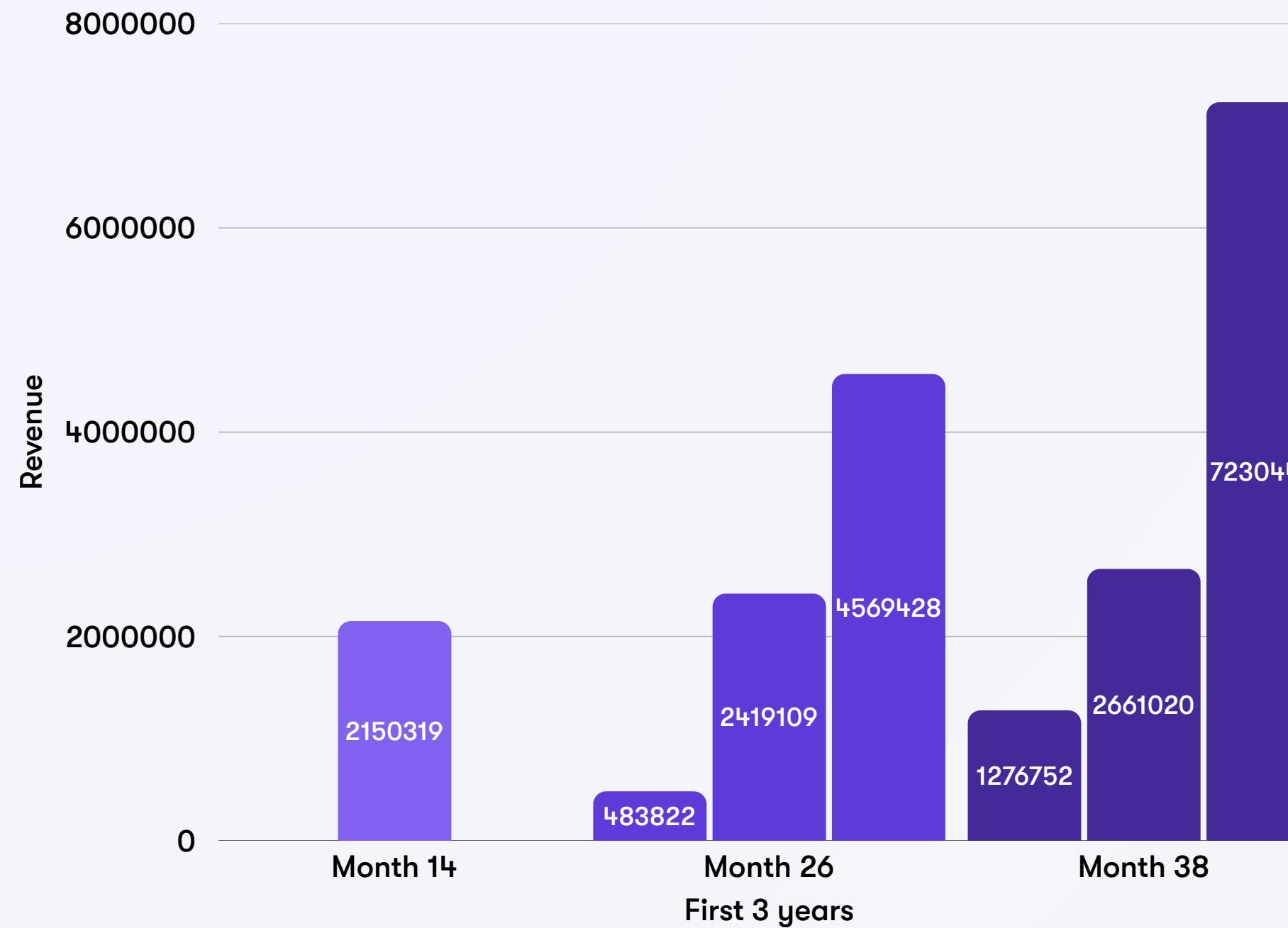


04

Past Clients/ Cancelations

- DBD's can reach out to past clients who canceled due to price and see if they would be interested in Enterprise Essentials
- Account managers can see if customers who are canceling due to price would rather have Essentials

Revenue Projections



Assumptions:

- All 17 DBDS in US close 1 Essentials a month
- 50% of clients upgrade after a year
- 10% of clients unsubscribe

Revenue Break down			
Month	Total Revenue	Yearly Revenue	Revenue From Growth/Upgrades
Month 14	\$2,150,319	\$2,150,319	
Month 26	\$4,569,428	\$2,419,109	\$483,822
Month 38	\$7,230,448	\$2,661,020	\$1,209,554

Ask an Advisor

What is Ask an Advisor?

A mid-tier advisory product that is in between Zonda's custom advisory and publicly available research that is accessible through Enterprise, Zonda Portal, and our site.

Ask an Advisor

Get expert insights tailored to your development project. Professional advisory services between custom consulting and public research.

Common Questions

Example Service

Get Started

Request Advisory Service

Get expert insights tailored to your development project



Ready to Get Expert Insights?

VALUE PROPOSITION

Ask an Advisor gives developers and builders **expert insights and guidance** without the complexity and cost of a full advisory service, giving you the clarity and confidence to move forward with your project.

Key Features

Targeted/ Guiding Questions

Offers commonly asked advisory questions that advisors know how to answer

Easy-to- Navigate Interface

Easily accessible landing page, provides standardized format to describe projects, minimizes client/advisor contact

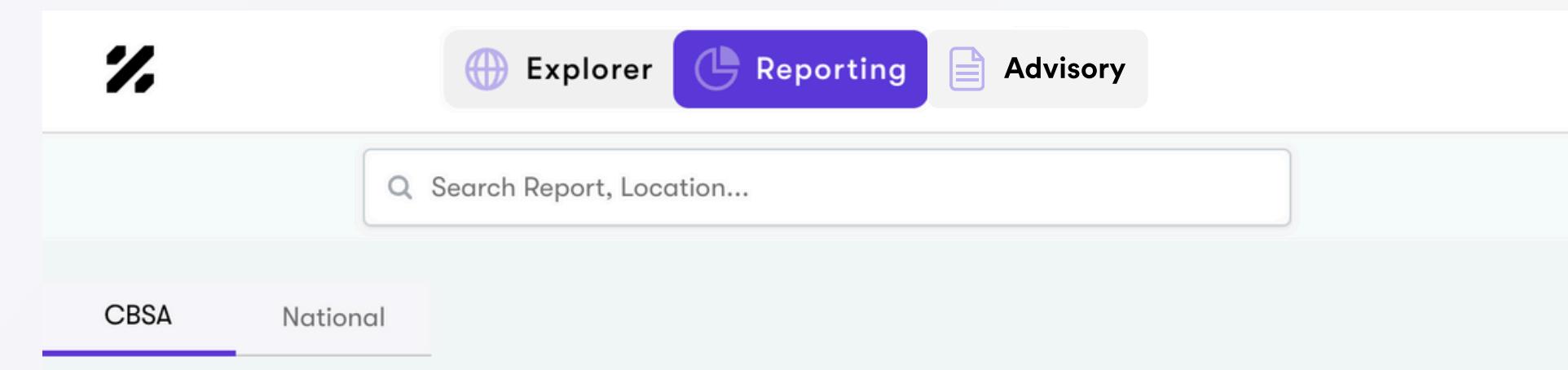
Enterprise Executive Premium

Enterprise Executive (3rd tier) offers 1 complimentary Ask an Advisor Question

Pricing Model

\$2000 (Enterprise Users)
\$2500 (Zonda
Subscribers/Clients)

Accessible in Enterprise



Ask an Advisor Landing Page

Ask an Advisor

Get expert insights tailored to your development project. Professional advisory services between custom consulting and public research.

Common Questions

Example Service

Get Started

Common Questions by Advisory Focus Area

Explore questions organized by our advisory specialties

Help with pricing strategy

Example Questions:

- What price points should I target for maximum absorption?
- Should I adjust my floor plans or square footage based on local trends?
- Is my current product mix aligned with buyer expectations?
- Am I making the right strategic calls in this market cycle?

Lot ratio analysis

Example Questions:

- How should I phase my land development based on supply forecasts?
- Is this lot purchase a good investment based on absorption rates?
- Should I hold or sell my land bank?

Sales pace

Example Questions:

- Why are my sales slowing down, and how can I fix it?
- How do my marketing efforts compare to industry benchmarks?
- What incentives are other builders using successfully right now?

Market absorption rates

Example Questions:

- How does my project performance compare to competitors?
- Are my construction cycle times in line with the market?
- What absorption rates should I expect for my project type?

Competition analysis

Example Questions:

- Where am I overspending compared to peers?
- How does my project performance compare to competitors?
- Where should I build next based on demand and competition?

Demographic insights

Example Questions:

- What markets are showing the strongest growth potential?
- How is buyer demand shifting in my region?
- What demographic trends should inform my product strategy?

General CBSA & market overview

Example Questions:

- What are the key market drivers in my CBSA?
- How should I adapt my business to a high-interest-rate environment?
- What are the employment and population trends affecting demand?

Ask an Advisor

Get expert insights tailored to your development project. Professional advisory services between custom consulting and public research.

Common Questions

Example Service

Get Started

Ask an Advisor

Get expert insights tailored to your development project. Professional advisory services between custom consulting and public research.

Advisory Request

Advisor Report

1

2

3

4

Project Details & Location

Tell us about your development project and location

CBSA Location

Select CBSA location

Project Type

Select project type

Project Details

Include details such as unit count, builders, number of product lines, and specific location...

Continue

Interface Walkthrough

Ask an Advisor

Get expert insights tailored to your development project. Professional advisory services between custom consulting and public research.

Advisory Request
1 2 3 4 Advisor Report

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Tell us about your development project and location

CBSA Location

Select CBSA location

Project Type

Select project type

Project Details

Include details such as unit count, builders, number of product lines, and specific location...

Continue

Ask an Advisor

Get expert insights tailored to your development project. Professional advisory services between custom consulting and public research.

Advisory Request
1 2 3 4 Advisor Report

Advisory Focus Areas

Select your main concerns and add any custom questions

Advisory Focus Area (Select One)

- Help with pricing strategy
- Lot ratio analysis
- Sales pace
- Market absorption rates
- Competition analysis
- Demographic insights
- General CBSA & market overview

Questions and Concerns

Refer to the Common Questions tab for examples, or describe your specific questions...

Back

Continue

Ask an Advisor

Get expert insights tailored to your development project. Professional advisory services between custom consulting and public research.

Advisory Request
1 2 3 4 Advisor Report

Select Your Advisor

Choose an expert advisor based on your project needs

Kimberly Byrum - Managing Principal, Multifamily
Available for consultation

Bryan Glasshagel - Principal, Homebuilding - Texas
Available for consultation

Mollie Carmichael - Principal, Product & Consumer Insights
Available for consultation

Todd Tomalak - Principal, Building Products and Remodeling
Available for consultation

Adam McAbee - Senior Vice President, Homebuilding - National, Resorts and Second Home
Available for consultation

Select CBSA,
Project Type, and
provide details

Select areas of focus
(based on common
client issues)

Choose an advisor
based on region
and specialty

Interface Walkthrough

Ask an Advisor

Get expert insights tailored to your development project. Professional advisory services between custom consulting and public research.

Advisory Request Advisor Report

4

Contact Information
Final step - provide your details to complete the consultation request

Full Name Email
Company Phone

Consultation Summary
Project: in
Details:
Advisor:
Investment: \$2,000 initial consultation

Back Complete & Pay \$2,000

Ask an Advisor

Get expert insights tailored to your development project. Professional advisory services between custom consulting and public research.

Advisory Request Advisor Report

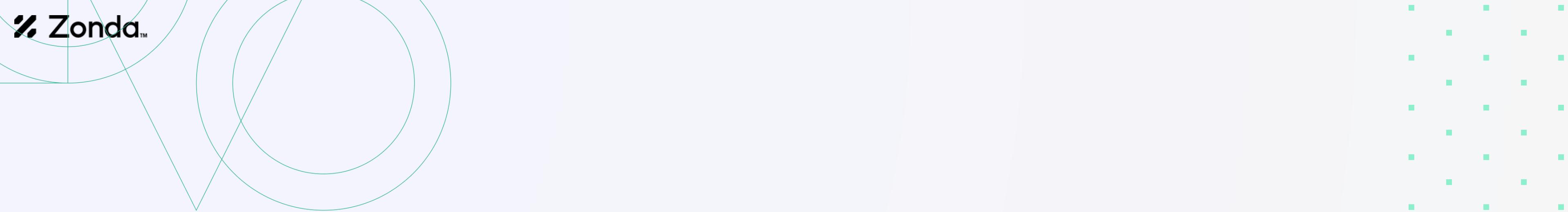
Advisor Report
Your advisor will provide a detailed report here after the consultation

Report Pending
Your advisor will upload your custom report here after your consultation session. This typically happens within 5-7 business days.

Provide client information and pay online

Payment will go through after the question is approved

Information will be sent to the advisor of choice and the report will be returned in 5-7 business days



Example Client Profile

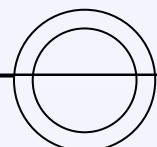
- A regional builder planning to build a Multifamily community (ex. Boise, ID or Irvine, CA).
- They have internal research capabilities but need to know if they are making the right decision

- They want to understand what a good pricing strategy would be

- The builder could use Ask an Advisor to ask Kimberly
- Would gain insights on pricing in their region, allowing them to make smarter decisions

Use Cases

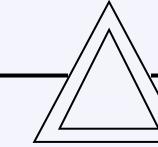
Rollout Plan



01

Testing and Validation

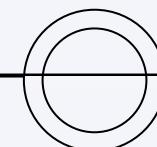
- External and internal stakeholders go through the process of quality assurance



02

Preselling

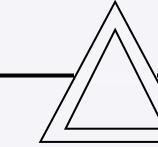
- Start internal sales training and create sales materials
- Sales representatives and account managers start pre-selling the advisory plan to clients
- Have advisors start pitching the product to their clients



03

Marketing

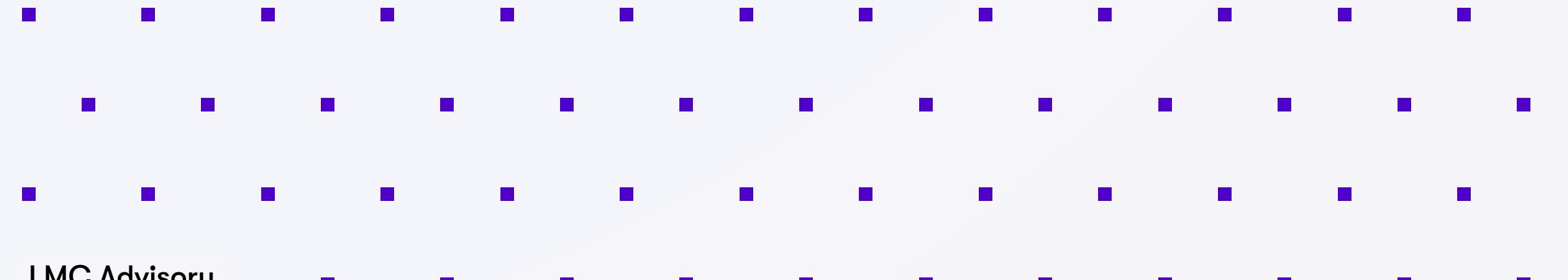
- Run email campaigns to all clients
- Have advisors mention the service in Webinars and events (Builder 100, Accelerate, Future Place, etc.)
- Run social media campaigns on advisor and Zonda LinkedIns



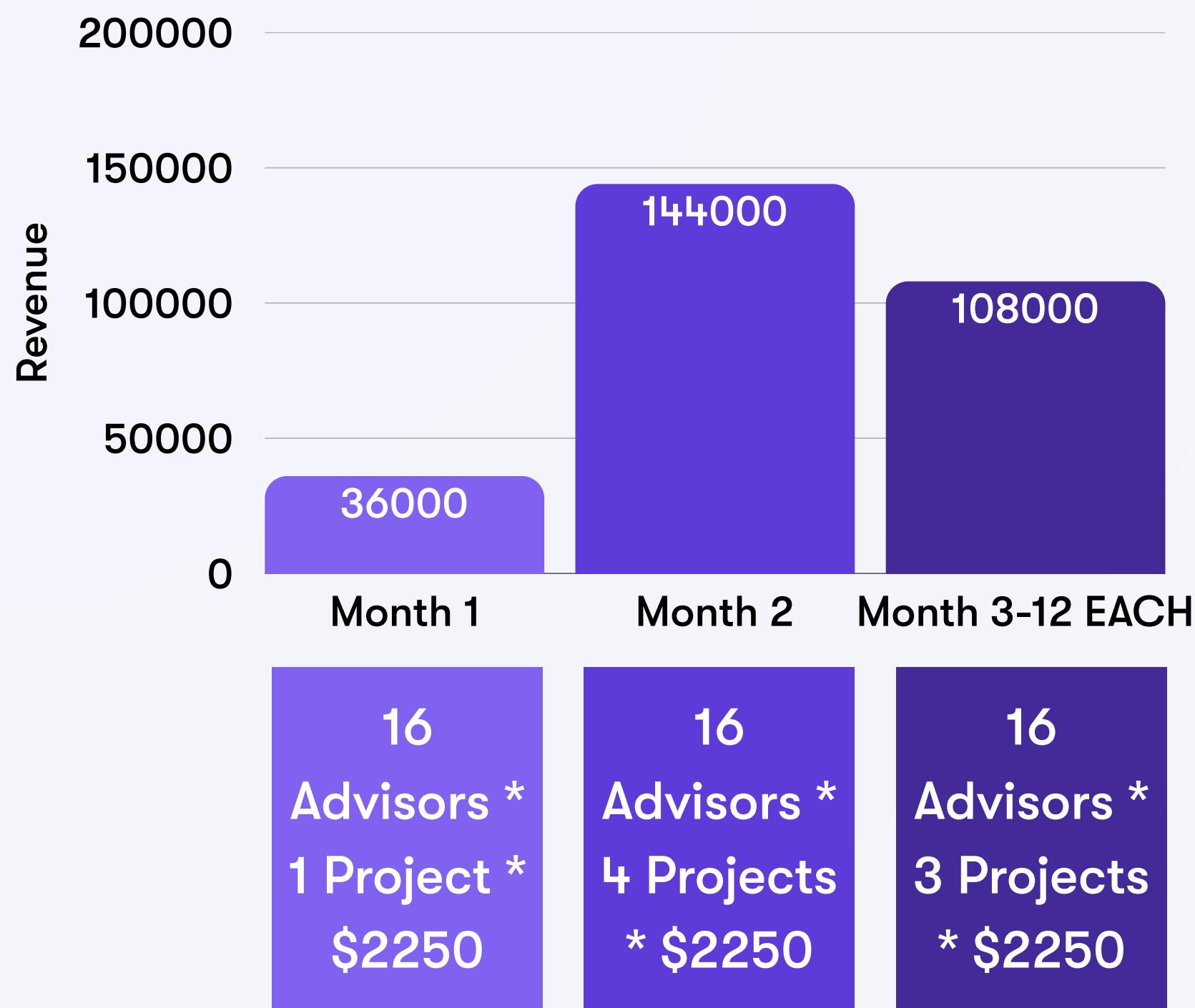
04

Optimize

- Work with the product team to set up a dashboard tile in Enterprise future updates
- Set up consistent email blasts
- Ask for client feedback after using the service to improve the product
- Create an AI that automates presentation making and create exhibits based on CMA



Revenue Projections



Assumptions:

- More than half of the advisors participate in the service
- Advisors get at least 2 projects in the first month, 6 in the 2nd month, and 5 in the coming months

Total Yearly Revenue:

\$1,260,000

~8% Growth in Advisory Revenue

Recommended Next Steps

01

Confirm the team
is working on
Enterprise
Essentials and
Elite and Ask an
Advisor

02

Refine the
timeline and set
dates for goals

Thank You!

Appendix

1. Enterprise Executive Client Retention
2. Features per Tier and Pricing
3. Enterprise Revenue Projections Excel
4. Ask an Advisor Engineering Logistics



Enterprise Executive Client Retention

“If Zonda released smaller versions of Enterprise, we would **not** feel the need to move from our already existing Enterprise subscription, as we use all of the data and features that it offers.”

-C Level Executive, Tri-Pointe Homes

Client Profile: 5000+ Lot Closings / YR, 4.5 Billion Revenue / YR, Builds in Multiple CBSAs

Features per Tier and Pricing

Features	Enterprise Essentials	Enterprise Elite	Enterprise Executive
	50% Value of CBSA	75% Value of CBSA	Full Standard CBSA Pricing
Project & Subdivision Search	Yes	Yes	Yes
Explorer Table (Basic)	Yes	Enhanced	Enhanced
Map with Cluster Icons & Pop-Ups	Basic	Full Layers	Full Layers + Overlays
Custom Region Drawing & Filtering	Basic (CBSA, County)	Yes (Add custom shapes)	Yes + Company-defined regions
Keyword & Status Filters	Yes	Yes	Yes
Advanced Filters	No	Yes	Yes
Date Range Filters	No	Yes	Yes
Data Summaries (Lot, Price, Builder, etc.)	Yes	Yes	Yes
Vacant Developed Lots (VDL)	Yes	Yes	Yes
Market Reports	Short Market Report	Both Market Reports	Both Market Reports
Master-Planned Community Profiles	No	No	Yes
Demographic Reports	No	Snapshot	Yes
Deed Data	No	Limited	Yes
Zonda Satellite	No	No	Yes
Zonda iPad App Access	No	No	Yes
Map Exports (PNG)	No	No	Yes
PDF Exports (Reports & Snapshots)	No	No	Yes
Heatmaps	Yes	Yes	Yes
Ask an Advisor	Pay per request	Pay per request	Yes, for an additional premium

Enterprise Revenue Projections Excel

State	Survey	CBSA	Cost	DBD	DBD	Avg cost of DBD CBSAs Exclusive	Avg cost of DBD CBSAs essentials	Total rev whole country year one	
NC	NC	Stanly	\$ 8,016	Travis	Travis	\$ 13,974	\$ 6,987		
NC	Enterprise Survey-Anderson Creek, NC	Harnett	\$ 8,016	Travis	Sandi	\$ 23,043	\$ 11,521		
NC	Enterprise Survey-Sanford, NC	Lee	\$ 8,016	Travis	Ryan	\$ 28,338	\$ 14,169		
NC	Enterprise Survey-Hickory-Lenoir-M	Alexander, Burke, Caldwell, Catawba	\$12,000	Travis	Rachael	\$ 12,530	\$ 6,265		
NC	Enterprise Survey-Triad, NC	Alamance, Davidson, Davie, Forsyth, Guilford, Randolph, Rockingham, Stokes, Yadkin	\$15,750	Travis	neil	\$ 15,435	\$ 7,718		
NC	Enterprise Survey-Charlotte	Anson (NC), Cabarrus (NC), Gaston (NC), Iredell (NC), Lancaster (SC), Lincoln (NC), Mecklenburg (NC), Rowan (NC), Stanly (NC), Union (NC), York (SC)	\$27,342	Travis	Mike	\$ 17,737	\$ 8,868		
NC	Enterprise Survey-Raleigh-Durham	Chatham, Durham, Franklin, Granville, Johnston, Orange, Person, Vance, Wake	\$27,342	Travis	Michael	\$ 22,113	\$ 11,057		
SC	Enterprise Survey-Hilton Head Island	Beaufort, Jasper	\$10,020	Travis	Justin	\$ 17,540	\$ 8,770		
SC	Enterprise Survey-Columbia	Calhoun, Fairfield, Kershaw, Lexington, Richland, Saluda	\$10,020	Travis	Joel	\$ 25,820	\$ 12,910		
SC	Enterprise Survey-Spartanburg	Spartanburg	\$10,020	Travis	Gregg	\$ 26,603	\$ 13,302		
SC	Enterprise Survey-Charleston-North	Berkeley, Charleston, Dorchester	\$15,040	Travis	DJ	\$ 15,617	\$ 7,808		
SC	Enterprise Survey-Greenville	Anderson, Greenville, Laurens, Pickens	\$15,040	Travis	David	\$ 21,024	\$ 10,512		
SC & NC	Enterprise Survey-Myrtle Beach-Conway-North Myrtle	Brunswick, Horry	\$15,040	Travis	\$181,662	\$ 13,974	Clann	\$ 36,792	\$ 18,396
CA	Enterprise Survey-Ventura County, CA	Ventura	\$ 6,825	Sandi	Budd	\$ 18,611	\$ 9,305		
CA	Enterprise Survey-Kern-Bakersfield	Kern	\$11,554	Sandi	Ben	\$ 26,775	\$ 13,388		
CA	Enterprise Survey-San Diego	Imperial, San Diego	\$14,742	Sandi	Allison P	\$ 17,431	\$ 8,715		
CA	Enterprise Survey-Inland	Riverside, San Bernardino	\$23,121	Sandi	Allison	\$ 19,005	\$ 9,503		
CA	Enterprise Survey-Central CA	Fresno, Kern, Madera, Merced, San Joaquin, San Luis Obispo, Santa Barbara, Stanislaus, Tulare	\$28,350	Sandi		\$ 179,193	\$ 2,150,319	\$ 1,075,160	
CA	Enterprise Survey-LA OC	Los Angeles, Orange	\$30,450	Sandi					\$ 1,612,739.3
CA	Enterprise Survey-Central California-Santa Clara	Fresno, Kern, Kings, Madera, Merced, Monterey, San Benito, San Joaquin, San Luis Obispo, Santa Barbara, Santa Clara, Santa Cruz, Stanislaus, Tulare	\$34,650	Sandi					
CA	Enterprise Survey-LA Coastal	Los Angeles, Orange, Ventura	\$34,650	Sandi					
VA	Enterprise Survey-MidAtl-Virginia Beach, VA	Chesapeake (VA), Currituck (NC), Gates (NC), Gloucester (VA), Hampton (VA), Isle of Wight (VA), James City (VA), Mathews (VA), Newport News (VA), Norfolk (VA), Poquoson (VA), Portsmouth (VA), Suffolk (VA), Virginia Beach (VA), Williamsburg (VA), York (VA)	\$15,240	Ryan					
MD	Enterprise Survey-Maryland MSA Match	Anne Arundel, Baltimore City, Baltimore, Carroll, Harford, Kent, Queen Anne's	\$17,892	Ryan					
MD/VA	Enterprise Survey-Whole	Alexandria (VA), Anne Arundel (MD), Arlington (VA)	\$54,621						

Ask an Advisor Engineering Logistics

Client Access to Advisory Report

- **Option A:** Login to account to view → Clients create an account that is tied to the interface
- **Option B:** Email with secure, one-time link → Emailed a unique link that shows their report in the interface

Interface Database

- Each inquiry populates a database
- When the inquiry is approved, it is sent to the advisors email
- Submits the report to the database which is sent to the interface