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PMHA member retailer, Schaff's Home Center, headquartered in Fayetteville, PA doesn't like to sit back in the old rocking chair and do business as usual. Working together, the Schaff's team has come up with an innovative and vibrant marketing approach which so far has paid off and will hopefully pay bigger rewards down the road.

Schaff's new marketing concept involves hosting 30 yearly Home Planning seminars in and around the south central part of PA as well as parts of Maryland and West Virginia where Schaff's typically markets.

The two-hour home planning seminars focus on the modular housing building process. How is modular housing comparable to site built? What is the difference between site, modular and manufactured? What can expect during the building process? The questions are answered and the people walk away from the seminar with a more thorough understanding of the building process and several potential customers, have presented Schaff's with a deposit after the seminar.

To take the home seminar concept one step further, Schaff's placed an ad in the local newspaper inviting interested home buyers to see first hand a modular manufacturing plant. In cooperation with Pleasant Valley Modular Homes, one of the recently added manufacturers to Schaff's growing list, they offered a luxury bus trip to the scenic hills of Pine Grove, PA, a catered lunch, and a tour of the plants facilities.

The ad efforts were rewarded with an admirable response of 29 prospective home buyers, some of which had already attended the recent home planning seminar. They boarded the bus on a chilly Saturday morning, February 3rd at the bright eyed hour of 8:00 am for the hour or so long journey to Pine Grove.

Once they arrived in Pine Grove they were met by the Pleasant Valley sales staff, including president Wayne Fanelli who grumbly rolled out of bed extra early on a Saturday morning, and the oooooh's and ahhhhhh's began. Touring the Pleasant Valley state-of-the-art facility is a treat in and of itself but when the doors of the \$2 million display homes were opened, the prospective customers became buying customers. Each modular home which is set-up on the Pleasant Valley "neighborhood" is completely climate-controlled, furnished and decorated and each keenly demonstrates the attention to quality and detail that trademarks the Pleasant Valley brand. The catered lunch was served in the 10,000 sq. ft. *Design Center at Pleasant Valley*. Pleasant Valley's manufacturing facility is heralded as the most modern facility in the northeast market.

At 3:30 the motor bus returned to Chambersburg with its passengers still exclaiming over the homes that they had seen. The marketing concept has very distinct advantages in that it 1) educates the consumer to the modular process, 2) impresses the consumer with not only the manufacturer but also the retail centers professionalism and 3) creates invaluable good-will. It may require extra effort but the extra sales can be taken all the way to the bank.