

WEB SITE - Complete redesign and reconstruction

RouseChamberlinHomes.com

17 home page links organized to be attractive and get people where they want to go quickly

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Find Your Home

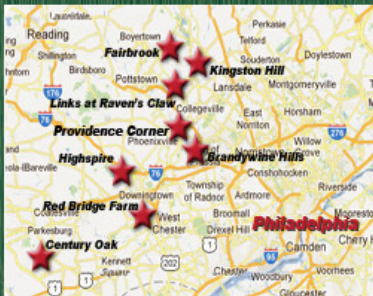
County

Any

City

Any

SEARCH



Free iPad with New Home Purchase

Call to arrange personal tour and receive code to qualify for Free iPad with new home purchase

Offer Expires August 11, 2012-
All contracts must be submitted by 5:00 PM and subject to approval.



CLICK HERE FOR COUPON

Quality Built, Affordable New Construction Homes

New homes built to uncompromising standards for quality and detail. Specifications so strict that they exceed building code and meet a 425 point quality inspection.. Floor plans designed specifically to match today's lifestyles. Communities which maximize open space. And a commitment to Green Building that not only saves the Earth, it lowers your energy costs each and every month.



Photo Gallery



Design Center



Floor Plans / Homes



Home Buyer Resources



Tour Model Homes



Warranties

Rouse Chamberlin Homes New Construction Homes

Welcome to Rouse Chamberlin Homes New homes in PA. First-time and move-up home buyers in Montgomery County and Chester County buy our homes for their high quality and high value. Rouse Chamberlin Homes has been named America's Best Builder by the National Association of Home Builders and nearly a dozen of our communities have been named Community of the Year by local Homebuilder Associations.

You may recognize the name Rouse. Yes, it's the same *Willard Rouse* whose name is synonymous with quality construction to hundreds of thousands of residents and business people throughout southeast Pennsylvania. And yes, Chamberlin is *that* Steve Chamberlin, also known for his high quality construction throughout our region.

We continue their commitment to quality in every single home we build.

What Our Buyers Have To Say:



expectations."

"Never in our dreams had we imagined finding such a perfect home. Working with Rouse Chamberlin Homes was so easy. Their dedication to quality and integrity surpassed all our

Caroline and Matt Lonaenderfer

500 Exton Commons Exton, PA 19341 - PH: 610-524-1500

Named America's Best Builder by the National Association of Home Builders

Photos including furnishings are homes of the same model but also may include or omit options in the actual home being built. Furnishings are not sold with the home. Outside elevation photos are similar but may not be identical to the actual home being built. Please use photos as general reference.

ADVERTISING AND LANDING PAGE - Strategy and design

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RouseChamberlinHomes.com.com

Home search web site - ad designed to appeal to other buyer need (affordable monthly payment)

The screenshot displays the Rouse Chamberlin Homes website interface. On the left is a search sidebar with filters for 'for sale' and 'for rent', location (Gilbertville, PA), price range, and listing type (Resale, New Homes, Foreclosure). The main content area is titled 'Gilbertville, PA Homes for Sale - 106 Real Estate Listings' and shows a search for 'Foreclosures in 19525'. It lists four properties: 1696 Swamp Pike (\$239,900), 2505 Tracy Lane (\$300,000), 2995 FAGLEYSVILLE RD, and an address not disclosed. A vertical advertisement on the right promotes 'BEST HOME VALUES' in Montgomery and Chester Counties, starting at \$858/mo and \$1145/mo respectively, with a 'CLICK HERE' button and the Rouse Chamberlin Homes logo.

The magic to the success of these and the Facebook and Google ads ***began with strategy***. Selling price is always shown for homes, but what most people need to know is: *will the home payment fit their monthly budget*. So people are forced to do their own calculations or guess.

By advertising the starting monthly payment, I was able to attract people in a different way:

- Renters “clicked” because the purchase price was close to their existing monthly rental payment
- I took the focus off of cash needed at settlement or as down money, expanding my market
- Showing how just a little bit more money could buy a bigger and better home avoided rejection that might have occurred by showing the higher amount first (built-in upsell)
- I moved the buyer focus from a particular neighborhood to a price range. RCH homes was further removed geographically from where people started their search. By focusing on *the one element* that often trumps location, we engaged those who might have initially ruled our homes out.

ADVERTISING AND LANDING PAGE - Strategy and design

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RouseChamberlinHomes.com.com

Advertising placement, landing page and funnel to web site



Rouse Chamberlin Homes

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AFFORDABLE PAYMENTS On Great Single Family Homes

Start by selecting the number closest to your desired monthly payment.

MONTGOMERY COUNTY
starting from **\$858** to **\$1183*** / mo
PRINCIPAL AND INTEREST

MONTGOMERY COUNTY
starting from **\$1030** to **\$1309*** / mo
PRINCIPAL AND INTEREST

CHESTER COUNTY
starting from **\$1145** to **\$1450*** / mo
PRINCIPAL AND INTEREST

KINGSTON HILL

CLICK
FOR INFO



Boytown
Schools

6 models
to choose from

RAVEN'S CLAW

CLICK
FOR INFO



Spring-Ford
Schools

6 models
to choose from

HIGHSPIRE

CLICK
FOR INFO



Downingtown
Schools

9 models
to choose from

THREE GREAT COMMUNITIES WITH AFFORDABLE MONTHLY PAYMENTS

*Payments listed are examples only, based on Rouse Chamberlin Homes base prices and specific criteria which may not match your own. But they are a great starting point to understand and explore how much home you might be able to afford. Home in photo is not necessarily one of the specific payments. Builder is NOT a lender and does not offer lending services.

All payment examples based on Conventional 30 year mortgage at 4.50% APR, 0 discount points and 80% financing. Monthly payments stated include principal and interest only; they do not include real estate taxes, insurance, up front mortgage premiums, mortgage insurance, or homeowners association dues or assessments, which will differ between communities and homes selected.

Loan qualification and interest rates vary based on credit criteria, down payment, loan program and current market pricing. Home prices and offers are subject to change without notice. See sales representative for details.



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This landing page is where the browser landed after clicking on the ad.

Now that we hooked potential buyers on one criteria, we could show the buyer the options they had with us and how close the pricing really was between the communities *in terms of monthly payment*.

Here they can click and go directly into the community of their choice and see the details. They bypass the home page (for now) which would take them off track.

This model is easily expanded to include more communities and also allows for replacing them as they become sold out.

WEB SITE - Complete redesign and reconstruction

ZenkerMarketing.com

Conceptualization, design and implementation with work examples displayed throughout

>> ZENKERMARKETING

Are you targeting your most PROFITABLE sales?



Call Now: 1.610.883.2346

Does your marketing improve your average sales totals?

Are you speeding your sales cycle?

Home

About

Services

Testimonials

Examples

Contact

Better targeted marketing increases profits and reduces your marketing expenditures.

Approaching success from a marketing perspective. Yes, we can help you with all of your advertising related challenges. But different from a design firm or a copywriter, we start where every solution should start: with a strong focus on the marketing goals.

In this way, you end up with a better solution that results in higher response rates and larger average (and more profitable) sales. The bottom line is a better return on your marketing investment.

Expert work. Proven results. Everything you've always wanted from marketing.

Ever thought "Yes, it seems to be well written and it's pretty but...how well did it work?" Odds are, you get a vague answer with nothing to back it up. If the creators won't tell you, either they don't know or they don't want you to know. Neither instills confidence.

Success is all about understanding the results. Look at our examples. Where possible, we've included success data: details on what the marketing goals were and the results achieved. That way, you can see for yourself what impact the programs had and how we achieved the goals.



ON TARGET

Staying on target requires a laser sharp focus on your goals. We'll ensure that your targets are **all the right ones** and that we hit them dead center.

There's nothing more satisfying than hitting the bullseye...and the profits that result.



ON BUDGET

Budgets are tight everywhere. Doing more with less is about being more effective with what you do.

Add our expertise to your own and achieve new highs. You'll meet both your expense and sales budgets.



ON TIME

Timing is everything. We'll help you meet those impossibly tight deadlines with time to spare. You might even get to eat lunch.

That way, you can focus on the 100 other responsibilities of your job.