



# Epcon Franchising

## 10 Challenges Campaign

### Summary

The homebuilding industry has historically been slow to adopt new technology and integrated multimedia efforts, even if marketing campaigns that provide an omnichannel experience deliver the best engagement and conversion. The 10 Challenges Campaign was a multi-year project born out of a need to address the top challenges home builders face and communicate the solutions. These 10 challenges are:

- Land
- Margins
- Competition
- Materials
- Labor
- Financing
- Marketing
- Sales
- Work-life balance
- Government

### Program Overview

As a company that assists home builders, land developers, and real estate professionals to scale their businesses and diversify their portfolios in the 55+ homebuilding market, Epcon Franchising offers solutions to these challenges.

After the 2008 housing crisis, sales of new Epcon franchises stagnated with an average of three to five new franchises being awarded each year. The Epcon Franchising sales team needed new resources to educate home builder prospects on the unique opportunity Epcon provides to help them expand into the underserved and potential-filled 55+ housing market.

In order to fully understand the current challenges home builders were facing, we had to talk with them directly. We sent out email surveys and conducted face-to-face interviews to collect first-party data, as well as made a significant investment in capturing filmed builder stories during our annual Epcon National Conference.

We interviewed seven subject matter experts in our 35-year-old homebuilding organization and nine of our existing Epcon Franchise Builders from markets around the country, asking them to address each challenge and how our solutions helped solve them.

The information gathered was used to create a series of blog posts, social media posts, emails, videos, podcasts, and a 36-page eBook. For the print version of the book, QR codes were implemented alongside pullout quotes from builders that link directly to their interview content. A landing page was created to access the gated content and as a follow-up to the download, prospects are automatically enrolled in a workflow which sends them additional content about the benefits of a homebuilding franchise, why builders should franchise now, and the market need for age-targeted housing.

### Program Execution & Lessons Learned

The book was distributed at an international conference we attended earlier this year, where our sales team conducted a panel session with two of our highest-performing Franchise Builders around the topic of the 10 challenges specifically. A recording of that session is now on the campaign landing page.

At a time when the homebuilding industry was performing well and sales were at an all-time high, bringing light to the challenges home builders face was a bold move. While direct competition to our franchise model is low, we are still showing ourselves as a leader in our niche:

- We've signed 50 new Franchise Builders from the period of January 2020 to May 2022, an over 200% increase in our network from December 2019
- We've tracked over one-third (34%) of these 50 new builders as coming directly from organic marketing efforts which heavily included the 10 Challenges Campaign content
- We've added five new positions to the Epcon Franchising team since January 2020, over 50% growth

### Business Results & Future Plans

The 10 Challenges Campaign did not come without its own set of challenges. One of the biggest roadblocks was the execution of the video interviews. The audio for the podcasts was corrupted during the filming process and had to be redone in a production studio afterwards. We went through many rounds of revisions with the videographer, even mocking up samples from the footage to help them truly understand our vision. We also went through a marketing agency change during this campaign and had to quickly ramp up our new vendor partner to coordinate the design of the book to match our recently elevated branding.

The success of our business ultimately depends on our ability to recruit, onboard, and continually serve our national network of builders. Our campaign efforts provide a framework that can be built upon far into the future, as our sales team is now equipped with marketing assets and materials to provide confidence to builders with regards to whatever challenges they might be facing.

The goal of this campaign was to create an interactive experience for prospects in an attempt to change the thinking of an industry where word-of-mouth, referrals, and a strong sales team are viewed as the best ways to reach a target audience. The 10 Challenges Campaign nurtures prospects on their journey to becoming an Epcon Franchise Builder, and it's this thought leadership that will continue to grow and amplify our network of home builders nationwide.