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**Award Winning Residential Real Estate Advertising Agency Wins New Business**

**/24-7PressRelease/** - KENNESAW, GA, June 18, 2008 - Marketing Specifics, Inc., has been awarded two pieces of new business in the residential development industry. Amidst the toughest market conditions the housing segment has seen this decade, the company was selected to design the Wendell Falls Sales and Information Center located in Raleigh, NC, and the Islip Landing community website located in Central Islip, NY.

Sales and Information Centers and websites for residential communities are crucial aspects of the selling process. But what makes Marketing Specifics so unique is the company's ability to utilize the wide talents of the agency to effectively implement these two very different disciplines.

"Marketing in any economic downturn is challenging but marketing residential new home sales in today's climate is extremely complex. You really have to know the industry and how to seek out the consumer because it's a whole new ballgame out there. I'm delighted to have the opportunity to showcase our expertise and increase sales with these two top-notch communities," Director of Account Management Christian Rogers said.

The Wendell Falls Guest Reception Center will be a 3,000-square-foot facility an additional 2,800 square feet of porch space located at the epicenter of the master-planned community in the planned village center. This state-of-the-art center will be designed by Marketing Specifics to provide visitors the Wendell Falls community experience while providing complete sales information through graphic displays, interactive plasmas and interior design.

The Wendell Falls Guest Reception Center is scheduled to open April, 2009. The community will have 4,000 residences with a number of amenities including a 126-acre park on historic Lake Myra, restaurants, a school, fitness center and WakeMed East Healthplex. Visit [www.wendellfalls.com](http://www.wendellfalls.com) for more information.

More than 500 miles away and with a completely different target audience, competition set and product mix, is Long Island's Islip Landing community. Constructed by one of New York's premier developers, The Benjamin Companies, Islip Landing offers luxury condominiums and townhomes designed for first-time homebuyers and active adults.

Marketing Specifics is tasked with developing a homogeneous website that communicates to these two different demographic life-stage groups. This is a unique proposition in an industry where typically, these two segments have been isolated and marketed to in distinct ways.

The website will be developed in a Web 2.0 manner with a versatile layout format and is SEO optimized with HTML copy. Prospect data capture will also be included, employing Marketing Specific's proprietary NetSpecifics CRM infrastructure.

Over the years, Marketing Specifics has been presented with more than 100 awards for their creative excellence, working side by side with local, regional and national residential developers and builders to generate sales. The company is a proven industry leader.

For additional information on Marketing Specifics call 1.800.717.8999 or visit [www.marketingspecifics.com](http://www.marketingspecifics.com).

About Marketing Specifics: Founded in 1986 by principal owner Joan N. Barnes, M.I.R.M., and located in Kennesaw, Georgia, Marketing Specifics is a niche residential development full service marketing and advertising agency that handles Sales Centers, Amenity Center Interior Design, custom millwork, consulting and more. Marketing Specifics can be found online at [MarketingSpecifics.com](http://MarketingSpecifics.com).