



Hollie Grant

Building a go-to-market real estate strategy and the operational infrastructure to support it.

THE OPPORTUNITY

Sixteen Other Units. One Crowded Market.

Unit 620 was entering a market with roughly sixteen other units already for sale in the same building.

Buyers could compare multiple floor plans and finishes without changing the address, amenities, parking garage or neighborhood.

That changed the assignment.

We weren't simply marketing another unit. We had to give buyers a reason to notice this one.

The strategy would have to differentiate the listing before the buyer ever stepped inside.



Stop Selling Only the Condo.

If the building is common to every competing listing, the differentiation has to expand beyond the unit.

- | | | |
|----|---------------------------------------|---|
| 01 | Stage the property | The lived-in unit needed staging so buyers could see the architecture instead of the clutter — and more easily picture themselves living there. |
| 02 | Sell the loft lifestyle | Make the soaring ceilings, oversized arched windows, exposed brick, natural light and industrial character part of the emotional reason to choose the home. |
| 03 | Sell the walkable neighborhood | Show what daily life looks like with restaurants, cocktails, entertainment, groceries, shopping and PATH400 all around you — often without getting back in the car. |
| 04 | Sell the relationship | Make Hollie the guide buyers can keep working with, whether or not this is the home they ultimately buy. |

Paint the Picture Before They Arrive.



“What if you could park your car Friday and not need it again until Monday?”

That became the frame: walk to dinner, catch a show at Buckhead Theatre, meet friends for cocktails, grab groceries at Whole Foods, shop Buckhead Village, hit PATH400 - then come home to the loft.

**This isn't just about the loft.
It's about the life you'll live here.**

Give the Story Somewhere to Live.



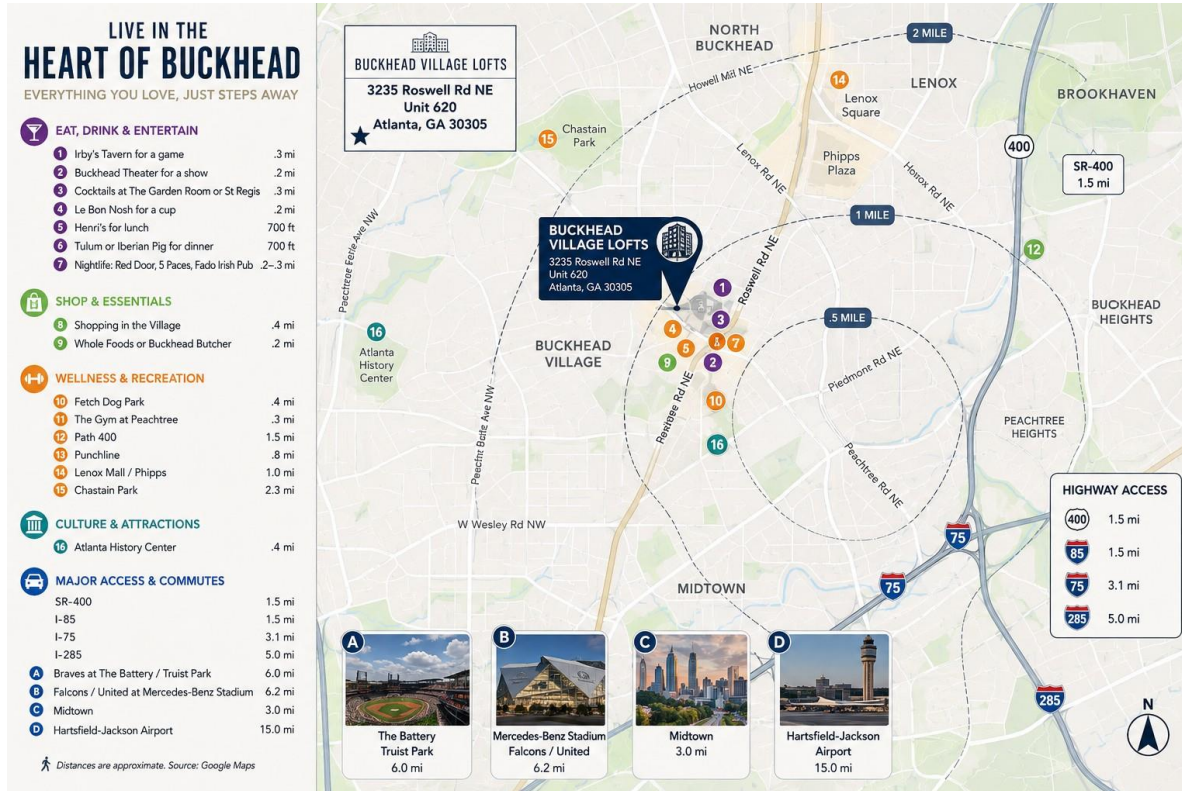
The MLS could create exposure. It could not tell the complete story we wanted buyers to experience.

So we built HollieGrant.com

The site became the owned destination for the listing — bringing the property, floor plan, photography, building amenities, neighborhood map, buyer information, downloadable brochure and direct access to Hollie into one intentional experience.

Every other marketing effort would eventually tie back to one place Hollie controlled.

Make the Address Mean Something.



A buyer comparing units inside the same building already knows the address. The job was to make the address feel valuable.

The neighborhood map turned proximity into proof. Restaurants, groceries, entertainment, shopping and PATH400 became visible at a glance.

It also gave buyers practical context beyond the immediate neighborhood — showing distances to popular destinations, major Atlanta attractions and the airport.

The neighborhood became part of the product.

One Message. Multiple Doors In.



MAKE IT MEMORABLE

Chocolate-chip marketing turned homemade cookies into a tasty branded touchpoint buyers could carry home.

LIVE IN THE T OF BUCKHEAD
AS YOU LOVE, JUST STEPS AWAY

BUCKHEAD VILLAGE LOFTS
3235 Rossmore Rd NE
UNIT 402
Atlanta, GA 30305

LIVE EXCEPTIONALLY IN BUCKHEAD

\$349,900 | **1** BED | **1** BATH | **1,080** SQ FT

13' CEILINGS | **EXPOSED BRICK** | **PRIVATE BALCONY** | **UPDATED KITCHEN & BATH** | **NEW STAINLESS APPLIANCES** | **RESORT-STYLE POOL** | **FITNESS CENTER** | **ROOFTOP TERRACE** | **24 HOUR CONCIERGE** | **GATED GARAGE PARKING**

HOA DUES INCLUDE WATER, SEWER, TRASH & XFINITY INTL

HOLLIE GRANT
REALTOR®
404.583.7468
Hollie@holliegrant.com
Georgia License #443928

ATLANTA COMMUNITIES
REAL ESTATE BROKERAGE

SELL THE NEIGHBORHOOD

The handout put walkable amenities, property facts and a QR path back to HG.com directly in the buyer's hands.

BUCKHEAD VILLAGE LOFTS

OPEN HOUSE
Tour 8 Buckhead Village Lofts
in One Afternoon

THIS SATURDAY JULY 11 | 2:00 PM - 4:00 PM

TOUR MULTIPLE LOFTS • COMPARE FLOOR PLANS • FIND YOUR NEW HOME
ADDITIONAL LOFTS MAY BE ADDED

UNIT 402 1 BR 1 BA 980 SQ FT \$319,900	UNIT 405 2 BR 2 BA 1,232 SQ FT \$420,000	UNIT 620 1 BR 1 BA 1,080 SQ FT \$349,900	UNIT 702 1 BR 1 BA 980 SQ FT \$299,900
UNIT 703 2 BR 2 BA 1,200 SQ FT \$399,000	UNIT 704 2 BR 2 BA 1,360 SQ FT \$545,000	UNIT 803 1 BR 2 BA 1,550 SQ FT \$795,000	UNIT 819 2 BR 2 BA 1,135 SQ FT \$459,000

FREE PARKING AVAILABLE

To draw more potential buyers, it was decided to team up with other agents and invite them to show their units simultaneously for a multi-unit open house.

The Marketing Needed Machinery Underneath It.

VISIBLE TO THE BUYER

Listing experience	Property story, gallery, floor plan and listing details
Buckhead Living	Building amenities + walkable neighborhood positioning
Marketing collateral	Downloadable brochure, amenity handout and QR journeys
Events + content	Multi-unit open house, video framework and Hollie Was Here
Proof + conversion	Represented sales, Work With Hollie and direct contact paths

BELOW THE SURFACE

Responsive build	Desktop, tablet and mobile layouts with reusable page components
Information architecture	Navigation, listing / represented / contact structure and scalable page hierarchy
Asset system	Local image library, optimized property assets, downloadable PDFs and QR-linked destinations
Search + indexing	SEO structure, metadata, sitemap / robots support and Google + Bing search visibility
Analytics	Google Analytics, Bing / Microsoft and Microsoft Clarity instrumentation
Conversion tracking	Email, phone, directions, brochure and other high-intent interaction events
Deployment + QA	Production build, device testing, link validation and iterative launch fixes

The strategy was visible. The infrastructure made it repeatable, measurable and usable for the next listing.

Build Something That Survives the Sale.



4770 WAYLAND CIRCLE NW

\$488,800 • BUYER REPRESENTED



3235 ROSWELL RD NE #919

\$425,000 • BUYER REPRESENTED

Previously Represented turns closed buyer transactions into durable proof - showing future clients that Hollie's work extends well beyond the active listing.

Six Decisions That Held It Together.

01 Differentiate beyond the unit

With many units competing inside one building, the strategy had to create value around architecture, presentation, lifestyle and neighborhood — not just price and square footage.

02 Own the destination

HollieGrant.com gave every campaign touchpoint one controlled destination where the full property story could unfold without portal limitations.

03 Connect physical + digital

Open-house collateral, neighborhood handouts and QR codes carried buyers from the property and event directly into the deeper digital experience.

04 Create traffic, don't wait for it

The multi-unit open house widened the audience and gave more buyers a reason to visit the building in a single coordinated event.

05 Build for the next client

Represented properties, direct contact and future content were designed to turn listing attention into an ongoing buyer or seller relationship.

06 Build the operating system

Reusable page architecture, collateral templates, analytics and content frameworks made the work repeatable instead of rebuilding the marketing from scratch each time.

One listing created the reason to build it. The strategy was designed to outlast the listing.

Client Expertise + Strategic Infrastructure.



HOLLIE GRANT

REALTOR® • ATLANTA COMMUNITIES

Hollie brought the real-estate expertise, the listing, the client-facing relationship and the local credibility.

The platform was built around the way she actually needs to work: win attention, create confidence, make response easy and keep the relationship alive beyond one address.

CENTER PUNCH MARKETING

STRATEGY • BRAND • OPERATIONAL DESIGN

CPM developed the go-to-market strategy and the customer-facing system: positioning, information architecture, the owned web experience, neighborhood story and collateral.

The operating layer connected campaign execution, portfolio architecture, content framework, analytics and conversion tracking so the work could scale beyond one listing.

The visible marketing and the invisible operating system were designed together.

EARLY PROOF

The Phone Rang.

A prospective buyer found Hollie's number on the website while sitting in the Buckhead Village Lofts parking lot and asked to see Unit 620. Hollie brought her up.

She loved the website. She loved the building.

Whether she buys this unit or another one, the strategy did what it was supposed to do: turn attention around one property into a direct relationship with Hollie.

The first meaningful metric was intent turning into action.

CONTACT HOLLIE

Schedule a private showing.

Questions, showing requests, and buyer inquiries can go directly to Hollie.

EMAIL HOLLIE

CALL HOLLIE

DIRECTIONS



Hollie Grant
REALTOR® • Atlanta Communities - East Cobb
(404) 583-7468 • Hollie@holliegrant.com
Georgia Real Estate License #443928

DESIGN THE VISION. BUILD THE SYSTEM. DELIVER THE EXPERIENCE.

