

PR Gives an Existing Community a Second Wind

Project PR

Case Study

By 2012, Lexington Park in Des Plaines was no longer viewed as a new community. Having opened in July '08, it no longer had the benefit of that grand opening buzz. Since many stories had been told within the past three years, how do you keep a community fresh, newsworthy and interesting – for both buyers and the media?

One way is to tie into trends. When the builder, Lexington Homes, modified the floor plans to reflect the market's changing demands, we made sure that story was told. By tying into the trend of people buying townhomes for the long-term, we positioned Lexington Park's rowhomes as larger, more efficient and more flexible than the typical townhome. Soon, media outlets such as Chicago magazine and the **Chicago Tribune** were touting the benefits of the new floor plans.

Another trend we hooked Lexington Park to was the dynamic change in the economy – by the end of 2011 it became more affordable to buy than rent. This shift was not only reported by Jeff Benach, co-principal of Lexington Homes, but by Lexington Park buyers themselves, offering personal stories of why it made good financial sense to purchase their homes.

A third trend we used to Lexington Park's advantage was the desire to live in **transit-oriented developments (TODs)**. With the rise in gasoline prices, people want to drive less and live closer to work, transportation and entertainment. And since Lexington Park is blocks from downtown Des Plaines, the community is a great example for this phenomenon.

Links

- [Chicago Tribune article](#)
- [Chicago Sun-Times article](#)
- [Chicago Magazine story](#)
- [Testimonial video](#)

Another way to breathe new life into a community is to share news of progress and milestones.

Announcements of new phases of development, new promotions, price incentives and homes available for immediate delivery capture more headlines – which raise visibility.

By tying into trends and sharing news of innovation and progress, Lexington Park is experiencing a second wind through PR, which has led to increased traffic and sales.

“Taylor Johnson is one of the few companies that I can honestly say that whatever I'm paying to retain them, I get more than I was promised, both in effort and results.”

- **Jeff Benach, Lexington Homes**

