

**A Proposal**  
*for discussion*



*presented by*  
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**OPTIONS FOR HOMES**  
**KEY TO HOME OWNERSHIP VIDEO**



*prepared for*  
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## Background

**OPTIONS FOR HOMES** has gone from a unique non-profit concept that mystified some, caused skepticism among others and created excitement among many - to a proven successful energized entity with an impressive track record for placing home ownership firmly within the reach of people who never thought they would ever own. The result: vibrant new communities that are reshaping the neighborhoods where they took root - plus a solid financial return.

**OPTIONS FOR HOMES'** key marketing vehicle, the documentary style video produced four years ago, reflects the excitement and optimism of new home ownership for people, many of whom until then regarded home ownership as little more than a dream.

But much has happened since those heady days of anticipation. Thriving cohesive communities have blossomed. Communities on the edge of neighborhoods where, for a variety of reasons nobody wanted to be, have transformed the negatively perceived areas into some of the most sought after neighborhoods in the city.

And Options' homeowners' property values have shot up, in many cases exceeding even the most ambitious expectations. A good example is the Gooderham and Worts neighborhood, perceived as a desolate wasteland. Now Toronto Life Magazine calls it the "hippest address" in all of Toronto.

Options buyers, guided and encouraged by **OPTIONS FOR HOMES'** creator Mike Labbe, had the prescience - the vision - to imagine what could be. And they worked together to build it. As they did at Shermount. The model has become one endorsed and supported by politicians like David Kaplan, the provincial Minister of Housing and Paul Godfrey, the Minister responsible for cities. The impact of this recognition needs to be reflected to Options' key audiences who are more varied than ever. As Mike Labbe says, "There are more eyes on us than ever before."

Residents in the three condos built by Options enjoy the neighborly camaraderie and actively participate in neighborhood events. They organize everything from photographic exhibits to garage sales; from walks and book club meetings to greening committees. They lobby City Hall for facilities in keeping with a new neighborhood such as stop lights and bus stops.

**OPTIONS FOR HOMES'** residents working together are actively defining and developing the kind of community they desire. And new communities are springing up outside of Toronto as the Options concept takes hold in Waterloo, Collingwood and Ottawa.

Options, by the very nature of its purchasers, and guided by the vision of its founder, Mike Labbe, turns communities around and helps them appreciate. The story of how this happens is the focus of the new **OPTIONS FOR HOMES** video. It's a remarkable phenomenon that will best be reflected in the personal stories of the people who, working together, made it happen. These are the people who will imbue the video with an authenticity and an enthusiasm that is the most powerful marketing tool available.

## Purpose

**OPTIONS FOR HOMES** has identified the need for a new marketing video to emphasize the dynamic new communities that have taken shape in the last four years as residents have settled into their new homes and, working together, have . uniquely transformed the neighborhoods around them. The previous video reflected the anticipation and enthusiasm of new home ownership. It also explained the Options concept. The emphasis was on looking forward. Today the emphasis is on the success of those new communities as well as the fact that the Options concept is now spreading to other cities outside the GTA.

## Objectives

- Subtly impart Options's success story through buyers' enthusiasm and examples of how solidly in place - and active - the sense of community has become.
- Portray a sense of growth, prosperity and expansion as demonstrated in the launching of new projects such as Waterloo.
- Reflect the sound financial investment an Options purchase has proved to be.
- Reshape the best material from the existing video to support the new theme of strong, active friendly communities. Let the story unfold as to how the Options' philosophy spear-headed this evolution
- Retain the sense of uniqueness and ongoing success of the fluid and dynamic - and now time-tested - concept that is Options for Homes.
- Incorporate exciting new images that reflect the wide diversity and now evident satisfaction of Options homeowners' decision to be part of this concept
- Maintain the subtle, low-key subliminal style that creates the persuasive force which characterizes the current video.

## Benefits

Documentary style interview clips (done in television current affairs style) with real people addressing something they genuinely care about - the new home and community they have created - will project energy and a sense of conviction that can not be equaled or duplicated by either scripted and rehearsed testimonials nor by hard sell “advetorial infomercial” tactics.

Introducing new projects in new cities will give potential buyers a concrete sense of Options’ continued growth.

Documenting the social and economic success of the new communities, each with their own characteristics, will convince potential buyers as well as the business and political sectors of the viability of the Options’ model.

A glimpse of some of the more impressive suites (reflecting creative and personalized decor, as well as unlimited options and variety) and architecturally pleasing exteriors will create strong visual appeal, generating enthusiasm by appealing to the imagination as well as giving prospective buyers an esthetic and tangible picture of the infinite potential for the finished product, doing away with the expense of building model suites.

Editing and replacing some of the early testimonials will create a wider variety of insights filmed in different, now firmly established locations, demonstrating a theme of thriving communities convincingly substantiating the “dream come true” aspirations of Options’ pioneers -- pioneers who have given rise to enviable communities.

The enthusiasm of the original new homeowners for their now well-defined and established communities will create a persuasive energy as they voice their satisfaction, their pleasure and their sense of fulfillment with their decision to choose Options.

The compelling “story telling” documentary format will create a sense of security and authenticity for potential buyers and a tone of subtle credibility for Options’ wider based audiences such as the business and government sectors. This discreet approach subliminally creates a more a more refined and intelligent aura which is more quietly, yet powerfully persuasive than traditional high-pressure advertising and marketing techniques. There is no better sell than Options’ own story told by Options’ own people, presented in a deftly crafted television story.