

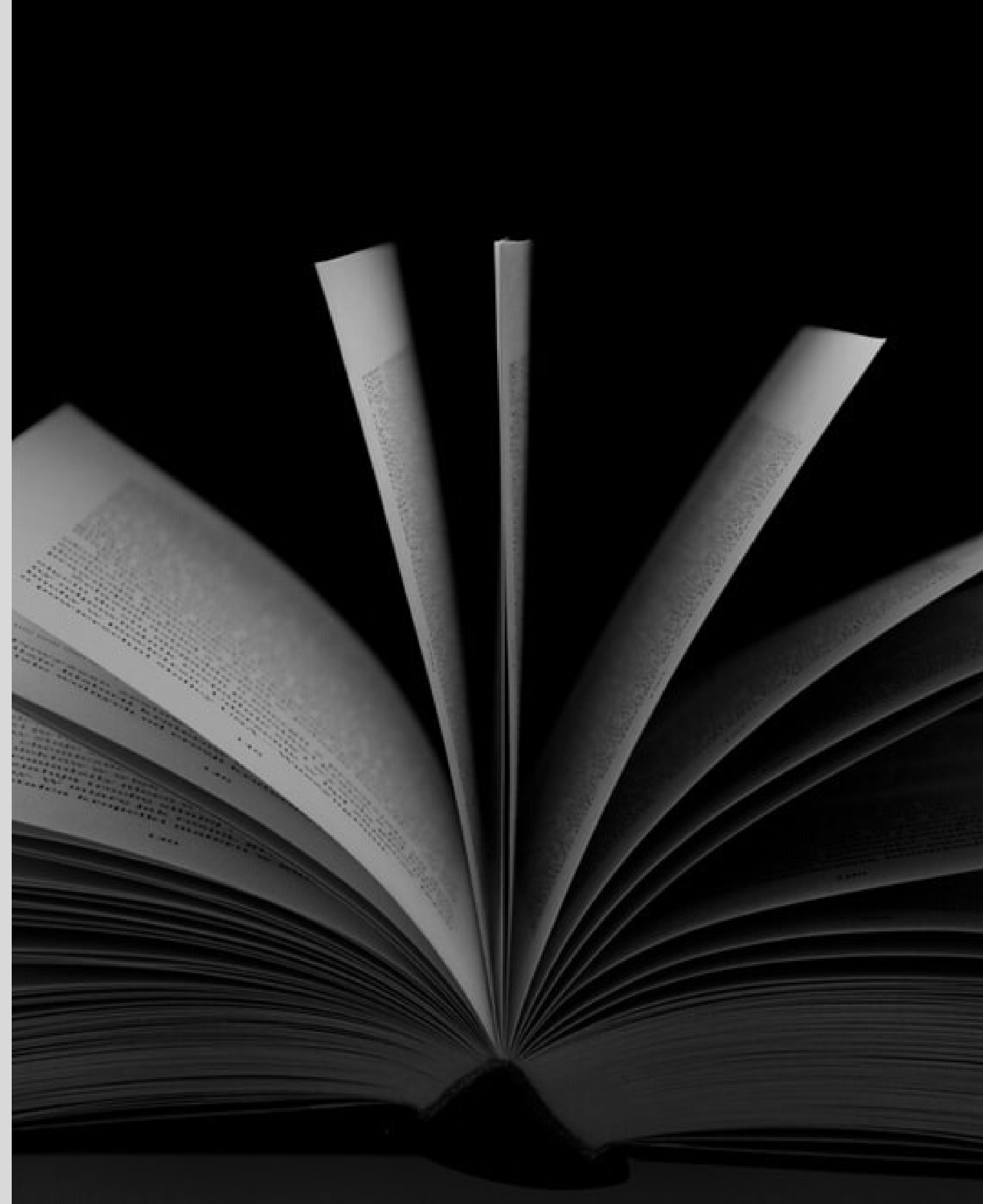
# PRAIRIE VISTA ESTATES

COMMUNICATION PROPOSAL





WHO'S  
TELLING  
OUR  
STORY?



# WHY COMMUNICATE?



BUILD CREDIBILITY &  
TRUST



BUILD COMMUNITY  
RELATIONSHIPS



REGAIN CONTROL OF  
PUBLIC IMAGE





# BUILDING CREDIBILITY & TRUST







# BUILDING COMMUNITY RELATIONSHIPS







# REGAINING CONTROL OF PUBLIC IMAGE







PAST SUCCESS

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# WHAT TO COMMUNICATE



AMMENITIES



SUSTAINABILITY



# COMMUNICATION RESULTS



## CREDIBILITY & TRUST

Positive Reviews  
Decreased Hesitancy

## COMMUNITY RELATIONSHIPS

Positive Reputation  
Category Leader

## TAKE BACK CONTROL

Positive Public Image  
Control the Narrative







LET'S  
TELL OUR  
STORY.

