



# To sell the house, sell to the woman

**Design for relaxation  
and excitement**

By **Christine Fortenberry** **As builders, one of our greatest challenges is marketing appropriately and successfully.**

This requires that we market on two levels:

1) Macro level—performing market analyses, issuing targeted advertising and developing effective promotions, and

2) Micro level—focusing closely on our product and ensuring it closely meets the needs of our buyer. At the micro level, we must share our attention between developing detailed plan designs and discovering how to push our prospective purchaser's "hot buttons."

To properly evaluate our prospective buyer and their hot buttons, we must set aside our prejudices and view them with a clear lens. Exploring some humorous clichés by Mel Green will remind us of some very basic differences in our prospective buyers:

- A guy thinks that chocolate is just another snack.
- A guy thinks that three pairs of shoes is more than enough.
- A guy can watch a game with a buddy for hours, not say 10

words and part without hurt feelings.

- If a guy doesn't call his buddy for a few days his buddy won't tell all their friends that he's changed!

## Differing perspectives

Dr. Phil McGraw, in his book *Love Smart*, says of the relationship between a man and a woman: "Life with a man can be a constant game of show-and-tell. If a man cares about you, he is definitely going to want you to be happy. When it comes to emotions, I've often said that men need the dots put really close together and then connect them with a bright red line."

This difference in perception can further be described by reflecting on these humorous but typical situations Dr. McGraw describes in his book:

- He says, "Is that a new dress?" She may suspect that he is thinking, "Great, how much did that cost me?"

