



Together, we transform lives and communities.

BRAND DEVELOPMENT AND MARKETING STRATEGY

THE OPPORTUNITY

National Community Renaissance, also known as National CORE, is a U.S. non-profit community builder specializing in affordable, multifamily, mixed-income, senior, workforce and special needs housing. Based in California, National CORE operates in four states: California, Florida, Texas and Arkansas. The company is one of the largest national nonprofit developers of affordable housing in the United States. National CORE develops, owns and manages its properties. Its Hope through Housing Foundation – also a non-profit organization – provides social services such as preschool and after school programs, senior wellness, violence prevention, economic advancement and financial literacy. Historically these two organizations operated and communicated separately. Through strategic business planning, we helped both clients see the value of joining forces and branding together.

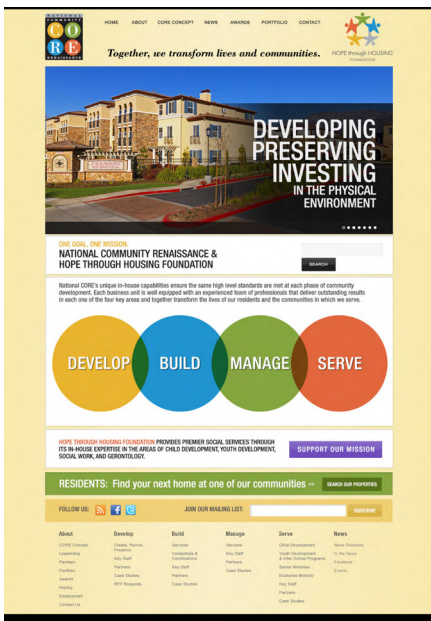
THE APPROACH

A strategic marketing initiative was developed to unify and present these organizations as one entity addressing the needs of the community to differentiate National CORE within the affordable housing industry. The tagline was developed “Together, we transform lives and communities” and positioned CORE as a partner of choice for many cities and counties interested in improving their communities and the lives of their residents. Websites for each entity were

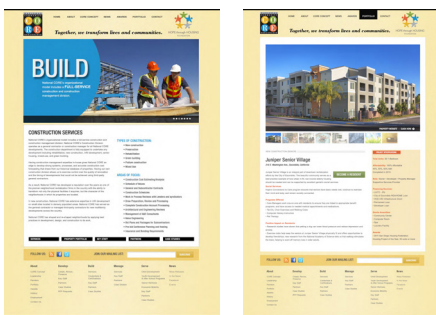
developed into one overarching website and marketing materials were developed to combine both the housing and onsite services. All the property sheets now include specs on the apartments plus the corresponding service components offered at that specific property including services such as financial literacy training, senior wellness, and preschool and afterschool programs.

THE RESULTS

In the last several years, National CORE’s portfolio of properties has grown aggressively to over 9,000 units. In 2015, amid stiff competition, the organization was awarded the largest contract in its history for the redevelopment of Waterman Gardens. This 70-year-old public housing project in the heart of San Bernardino, California is being transformed through multiple phases into a state-of-the-art community of affordable, senior and market-rate housing. Studies indicate the Waterman Gardens redevelopment will be catalytic to the community at large, creating more than 1,000 jobs during construction and generating \$81 million in direct economic impact to the county. The mayor was quoted as saying “Waterman Gardens is an opportunity to make a difference not just in a neighborhood, but a city. CORE has an impressive track record of transforming lives and communities. Waterman Gardens is a perfect example of that.”



Website Development



Marketing & Property Sheets

