



Quality
MANAGEMENT GROUP

Property Management with Precision and Care

STRATEGIC BUSINESS PLANNING AND MARKETING DEVELOPMENT

THE OPPORTUNITY

For 35 years, LaBarge Industries has been a catalyst in creating partnerships that have obtained over \$200 million in FHA and conventional financing for co-development of over 1,250 senior and low income family mixed-use community developments in California's Inland Empire. Quality Management Group (QMG), the property management division of LaBarge has provided full service Property Management for over 30 years including management of many income and rent-restricted affordable housing communities. As market conditions improved in 2016, the organization was well positioned for growth but lacked focus, awareness, third-party credibility and a defined differentiation in a highly competitive field.

its competition. Strategic marketing planning outlined the best vehicles to communicate the QMG brand and leverage marketing spend. Creative assets were developed and launched through a consistent, integrated campaign targeting ideal prospects.

THE RESULTS

Since the launch of the business strategy and marketing campaign, the portfolio of managed properties by QMG and LaBarge Industries grew 33% in the first year and was tracking to 47% growth in year two. The senior management team at QMG has grown and new partnerships have been added since the launch of the campaign extending the organization's reach throughout the vast Inland Empire region. Strategic properties continue to be added to the portfolio positioning the organization as a leader of affordable housing in Inland Southern California.

THE APPROACH

Initial strategic efforts focused on business planning to determine organization strengths, weaknesses, opportunities and threats. An analysis of historic client data helped determine the profile of ideal margin clients and then prospects. Competitive analysis findings identified marketplace messaging. A strategic direction for aggressive growth for QMG was determined with measurable goals and specified timeframes. Brand development determined the ideal positioning for the organization against



Property Information Sheets



Direct Mail Postcards



Information Inserts



Corporate Brochure