

# Otezs Project Marketing

## Experience in Motion

by Susan M Boyce

**S**izzling hot and ultra sophisticated, the Lower Mainland real estate market is like no other. It's a tough, competitive market where it's no longer enough to be just good — you need to be outstanding. You need a competitive edge.

Introducing Otezs Project Marketing. Otezs is the combined experience, creativity, and passion of three real estate experts: Bill Szeto, Pam Haglof, and Sean Stevens. Between them, they have more than 35 years of hands-on experience and have been actively involved in over \$2 billion dollars of real estate transactions. Now they are joining forces to become the new face of real estate project marketing.

**Q: What makes Otezs different from other project marketers?**

**Bill:** Our team brings a wealth of experience in all facets of real estate — from raw land development and architectural design to handing a new homeowner their keys. We have worked directly with developers and builders in a corporate setting as well as in the field with architects, planners, and marketing experts. We know, first hand, how to ensure each segment of the marketing process interconnects seamlessly with all the others allowing developers to get on with what they do best — build great homes.

We are also the only project marketing company where all management partners have extensive experience on the sales floor, which is where we believe customer service truly begins. When buyers talk, we listen and facilitate changes that will better meet their expectations, thus forging stronger ties between the consumer and the developer.

**Q: What services does Otezs provide?**

**Pam:** Everything from concept to completion. We work with developers to provide initial market intelligence, development pro forma consultations, tweak floor plans and interior

finishings, and keep projects on time and on budget. And we stay until every home is sold. In essence, we provide developers with a complete customer service department.

**Q: What role do you believe technology plays in project marketing?**

**Sean:** Technology is an amazing tool — one we embrace. Today's typical consumer is extremely computer-savvy. They research online, they expect projects to have a significant web presence, and they don't want to be deluged with reams of paper when they can get the same information in a more environmentally-friendly, digital format.

Technology now gives us the ability to cre-

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*Bill possesses a rare ability to see the unique needs of both the sales and marketing disciplines through one common lens, something that often separates him from other real estate sales professionals.*

Daryl Simpson, VP, Sales and Marketing —  
BOSA Properties

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ate a virtual walk through of every room and every outdoor space or to preview hundreds of different combinations of colour, finishing details, even floor plan configuration with just the click of a mouse. Presentation centres with computer generated, interactive displays provide a more immediate, customer



From Left to Right: Sean Stevens, Bill Szeto and Pam Haglof

driven sales experience — a sales experience that encourages customers to purchase not just look.

**Q: What are the core values behind Otezs Project Marketing?**

**Bill:** Our goal is to work with a small, select group of developers who share our commitment to quality and exemplary customer service, developers who want to establish long term relationships based on trust and mutual respect.

Because all three of us have been in the housing industry for so many years, we have seen its ups and downs. We have the experience to know what it will take to weather the next cycle when it comes. And we believe it is this type of long-term relationship that is ultimately what will continue to differentiate Otezs from other project marketers.

Otezs Project Marketing is located at 400 — 601 West Broadway in Vancouver. For more information call 604-675-6987 or visit [www.otezs-pmg.com](http://www.otezs-pmg.com).

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