

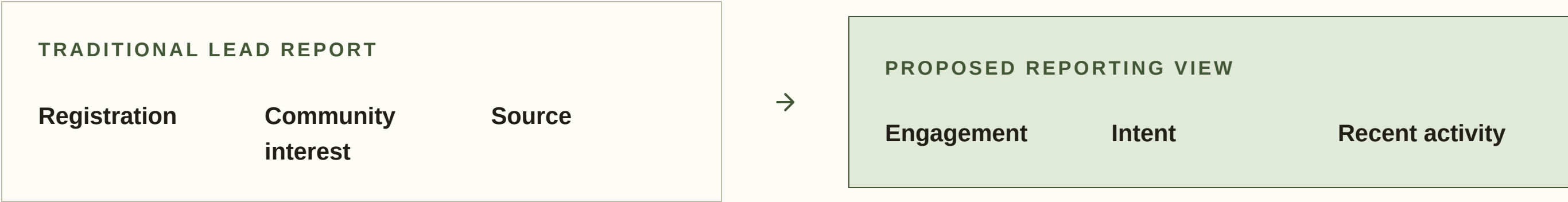
PSM COMMUNICATION ARTS × RANCHO MISSION VIEJO

Understanding Buyer *Motivation & Intent*

A clearer view of engagement, home-shopping activity, and opportunities for builder follow-up.

Lead counts tell us how many.

Behavior adds context.



01	02	03	04
Who is actively engaging?	What home research are they doing?	Where is consideration deepening?	Where could follow-up help?

Engagement and intent

answer different questions.

EXISTING

Motivation / Engagement

How engaged has this person been?

Signals

Tracked engagement and a small research-history bonus

Use

Understand relationship depth with RMV

Minimal

Early

Active

Strong

Highest

PROPOSED

Website Buyer Intent

What does recent behavior suggest they are exploring?

Signals

Neighborhoods, homes, plans, tours, maps, and inquiries

Use

Identify activity that may warrant specific follow-up

Low

Emerging

Medium

High

Different activities suggest *different stages of interest.*

01	02	03	04
Discovering The Ranch	Exploring Neighborhoods	Evaluating Homes	Taking Action
Lifestyle, amenities, and community stories.	Neighborhoods and housing options.	Availability, pricing, plans, tours, and maps.	Interest forms, tour requests, and trackable completed registrations.

SIGNAL STRENGTH

Recent, repeated home-shopping activity can provide a stronger signal than general browsing.

Important: a registration click is not the same as a trackable completed registration.

What the enhanced report *could show.*

ILLUSTRATIVE CONCEPT

ENGAGEMENT	INTENT	NEIGHBORHOOD INTEREST	MOST RECENT SIGNAL	DATE	SUGGESTED FOLLOW-UP
Strong	Low	Broad community interest	Lifestyle browsing	Recent	Continue relevant lifestyle and community nurture.
Active	Medium	Repeated neighborhood interest	Available homes research	This week	Review for personalized neighborhood follow-up.
Early	High	Specific neighborhood	Tour request	Today	Respond to the request promptly.

Descriptive labels make the signal easier to interpret without implying certainty.

How builders can use *these insights.*

01	Prioritize follow-up Identify contacts demonstrating recent home-shopping activity.	02	Make conversations more relevant Use neighborhood and home interests as context for helpful questions.
03	Recognize returning shoppers Identify renewed activity from older registrations.	04	Match nurture to behavior Share lifestyle information with explorers and specific home information with active researchers.

“A contact returns to research a neighborhood and available homes. Where that activity is captured and associated with the contact, the builder can prepare a more relevant conversation about current options and a visit.”

What RMV and PSM gain.

- 01

Audience understanding

See the mix of general engagement and active home research.
- 02

Neighborhood insight

Understand where tracked interest is deepening or spanning neighborhoods.
- 03

Campaign evaluation

Explore which campaigns attract engaged home shoppers when source attribution is available.
- 04

Builder collaboration

Create a common language for audience activity and follow-up opportunities.

Context matters. Neighborhood comparisons should consider launch timing, inventory, campaign exposure, and tracking coverage.

SEPARATE REPORTING VIEWS

All-Age

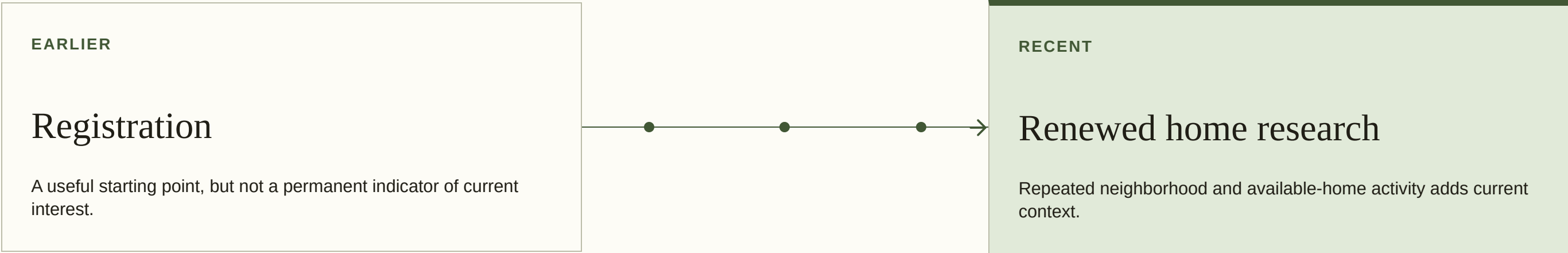
Observed content interest or stated preference

Gavilán 55+

Observed content interest or stated preference

Browsing does not confirm age or eligibility.

Recent behavior keeps *the picture relevant.*



- Recent activity helps identify current interest.
- Older activity should carry less influence over time.
- Resident resources should be excluded from buyer intent.
- Limited tracking may mean limited visibility, not limited interest.

A measured rollout.



Give RMV and its builders clearer context about who is engaging, what they are exploring, and where a helpful next conversation can begin.