

## **LDC 1-1: Marketing Your Firm**

### **Abstract**

“Putting your best foot forward” is an old adage but extremely important when it comes to marketing your land development firm. Competition is greater than ever, so be prepared.

This publication offers good solid information to assist firms in their own marketing outreach and client relation efforts. Three critical areas that firms need to focus on are covered:

- General Qualifications: Defining the Unique Value of Your Firm
- Writing Proposals that Land Clients
- Establishing Positive Client Relationships from the Start

This publication will help land development firms take the guess work out of the marketing process and allow firms to focus on what works.