

Baywood Focus Group

CASTILE BUYERS

1. Introduction

Introductions of moderator and attendees

Moderator introduces topic and identifies objectives.

Moderator provides general introduction outlining the focus of this study.

Defines the concepts:

lifestyle -- How you actually use this home. What are the rooms used for.

streetscape -- The look and feeling you get from the homes as you pass down the street.

Identify this focus group as being done among buyers of Castile homes.

Moderator identifies the observation booth and recording.

2. Purchase motivation

Why did you decide to purchase this home?

What were you looking for in a home purchase? (Probe price, value, commute, family planning, differentiation of the home, Uniqueness of design)

Who was the most influential person to you during your shopping? Why?

Did you use a broker? How do you feel about your involvement?

How did you find out about Castile and what attracted you to this project?

Which competitive projects did you consider? Now, which ones were really serious alternatives to Castile?

What finally cinched your decision in favor of Castile?

3. Community Features

What is your opinion of Rancho Santa Margarita as a community?

What single feature of the community do you like best? Why?

What community characteristic would you like to see?

Do you walk for recreation here? Why?

Do you walk to get places in the community? Why?

Are you aware of the Town Center in Santa Margarita? (Probe with description/map)

4. Competitive Communities Considered

Did they shop in any other communities? Which ones?

What was the strongest reason for choosing RSM?

How important were the community's amenities?

How important were the community services/school/shopping?

Was a home near the Town Center an important issue for you?

Are all these planned communities about the same? Why? Why not?

Were they aware of any community issues before they moved in?

Did these play a role in your decision to purchase? What?

5. "Neo-Traditional" vs Typical Design
 - How would you describe the Castile neighborhood as compared to other neighborhoods?
 - Why didn't you purchase a more typically designed home with a rear yard and garage and driveway in front?
 - How would you compare your lot design to a more typical lot design? What would you say the pros and cons are in your home design?
6. Castile Project Amenities
 - What do you like or dislike about the Castile streetscape?
 - Would a more typical streetscape with garage doors and longer driveways have been more or less attractive?
 - Was it a consideration in your purchase that you did not have a pool and spa in your neighborhood?
 - Does a more typical neighborhood design seem more or less prestigious? Why?
 - Does the Castile design, with the pedestrian oriented front yard, and garage in the back seem more like a better walking environment than a typical streetscape?
7. Floor Plan and Design
 - What single design feature of your home do you like best? Why?
 - Which ones would you change? Why?
 - Would it have been any more attractive to you if you could have chosen any floor plan to put on your lot?
 - Would you have preferred a downstairs bedroom? How about a 5th bedroom
8. Lifestyle Issues
 - Were the model homes decorated in a way that reflected anything in your lifestyle?
 - How many of you have kids? Planning to?
 - What is more important, inside or private outside space? Why?
 - How do you plan to use your outside space?
 - Would you prefer more outside or inside space? Why?
 - How do you feel about the usefulness of the outside space in your home as compared to a more typical back yard?
 - How have you used the inside spaces in your home? (Office, all bedrooms, options)
 - Would a gated community have been important to your decision making process?
 - How would you expect a gate on your community affect your home price and monthly association cost?
9. Baywood name test -- Introduction

Potential Graphics Needed:

- A. Blow up of Castile floor plans/lot schematic/site map (Matt)
- B. Town Center Map (Pick up from SMCo Thurs 10:00)