



Meta Advertising Proposal

CROWNOVER COMPANY

Ultra-Luxury Custom Homes
Ozarks Region • Branson • Table Rock Lake

CREATED BY
CodeSM Team

DATE
December 08, 2025



Agenda

Creative Ad Concepts

- 01 Ultra-Custom Without Compromise
- 02 For The Discerning Few
- 03 Your Personal Resort

Meta Ads Strategy

- 05 Geographic Strategy
- 06 Budget Recommendations
- 07 Meta Audience Targeting

Next Steps

- 08 Timeline & Deliverables

Concepts

01 Ultra-Custom Without Compromise

02 For The Discerning Few

03 Your Personal Resort

04 Additional Concepts



01

Creative Concepts

CAMPAIGN 01

Ultra-Custom Without Compromise

Showcase the full extent of Crownover's bespoke capabilities
and demonstrate that true customization has no limits.

🎯 Campaign Strategy

CORE CONCEPT

The world's most discerning clients don't want options, they want possibilities. This concept positions Crownover as the builder who turns feelings, memories, textures, and ideas into reality. No templates, no approximations, no limits. Anything the client imagines, from imported oak to architectural lightscapes to one-of-a-kind artisan elements, is sourced, engineered, and delivered with uncompromising precision.

PSYCHOLOGICAL TRIGGERS

Identity Expression

UHNW clients want homes that reflect who they are, not what the market offers.

Creative Power & Autonomy

They're accustomed to shaping outcomes. Ultra-customization gives them full authorship and control.

Craftsmanship as Status

Rare materials, artisan techniques, and "impossible" executions signal taste, discernment, and cultural capital.

MAIN

Ultra-Custom Without Compromise

Positions Crownover as the builder for clients who refuse to settle, every detail sourced and executed exactly as envisioned.

**Most builders offer you choices.
We offer you freedom.**

Reframes the competitive landscape. Implies elite problem-solving and engineering capability that others lack.

**He described a memory.
We found the oak.**

Validates abstract client desires with concrete execution and turns the emotional into the tangible.

**The only limitation is
imagination.**

Invites clients to dream bigger and reassures them that Crownover can deliver.

**Ultra-custom means the
answer is yes.**

Signals radical flexibility and a client-first approach to every request.

” Ad Copy Variations

VERSION A

Stone tiles from that Italian villa.
Wood darkened by a century of Bordeaux winters.
Light falling through glass the way it did in your grandfather's study.

You describe it. We'll source it, craft it, and build it into something that lasts for generations with flawless craftsmanship and the kind of service you'd expect from a builder who only takes five projects a year.

The only limitation is imagination.

VERSION B

He remembered the beams in his grandmother's farmhouse outside Lyon. Dark. Heavy. Worn smooth by five generations of hands.

He thought they were gone. Demolished with the property in 1987.

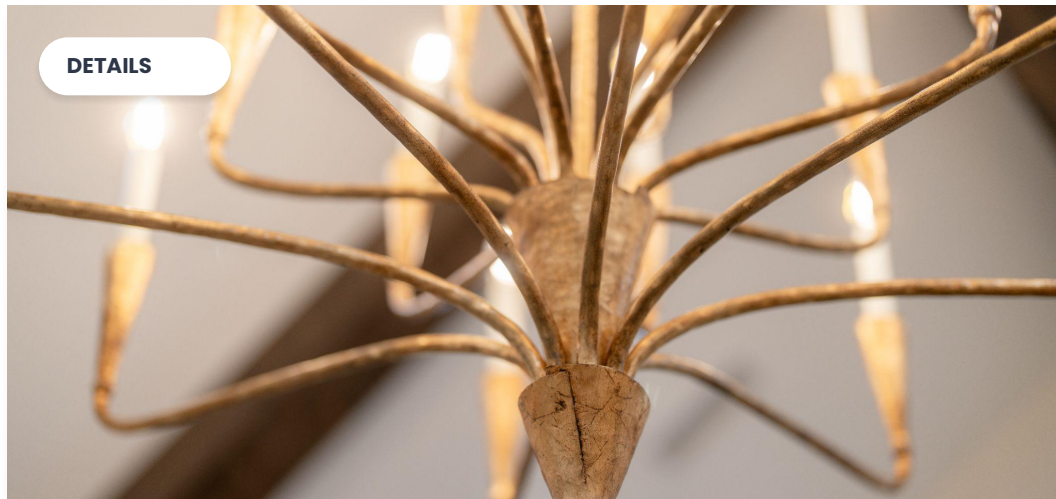
They weren't.

We tracked them to a salvage yard in Burgundy, authenticated their origin, and installed them in his great room in Arkansas.

Ultra-custom means the answer is yes.

Aesthetic: Featured Residence

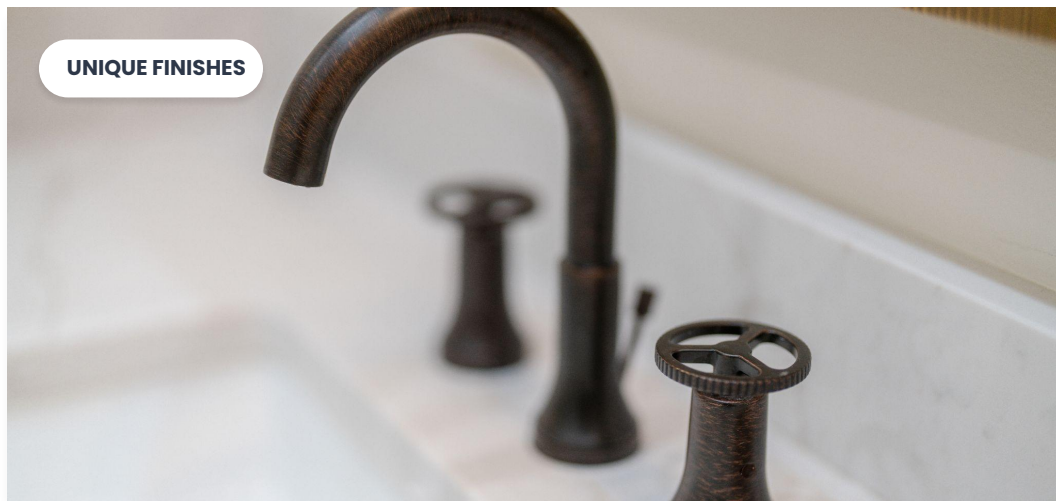
DETAILS



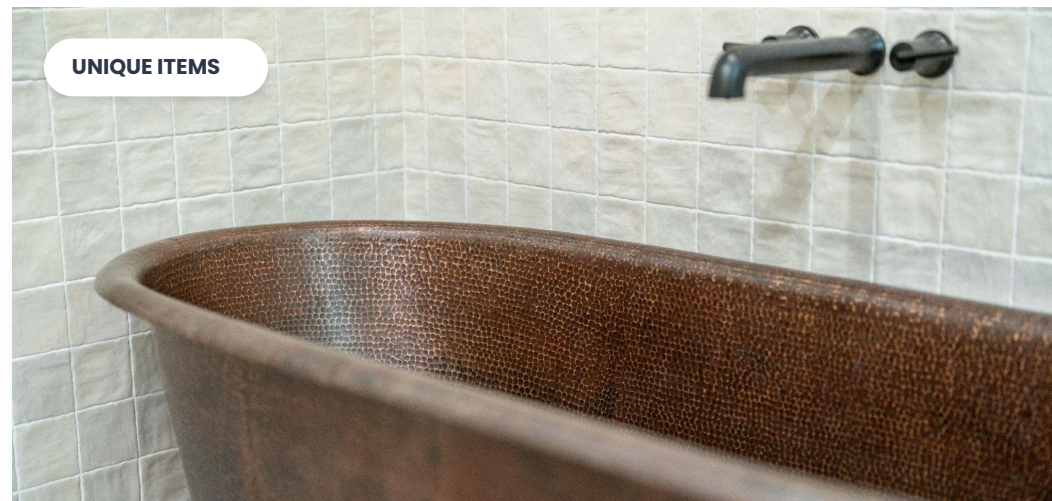
STONE FEATURES



UNIQUE FINISHES



UNIQUE ITEMS

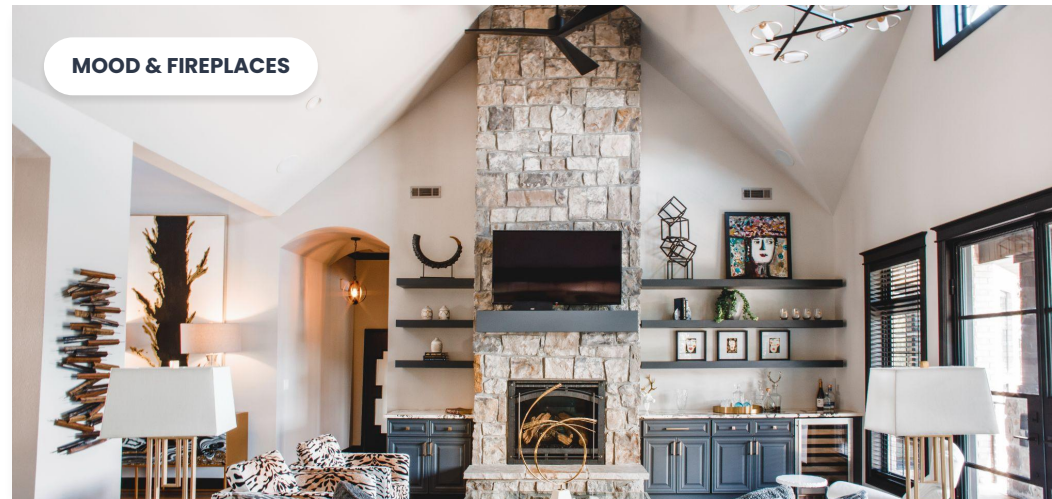


Aesthetic: Varied Elements

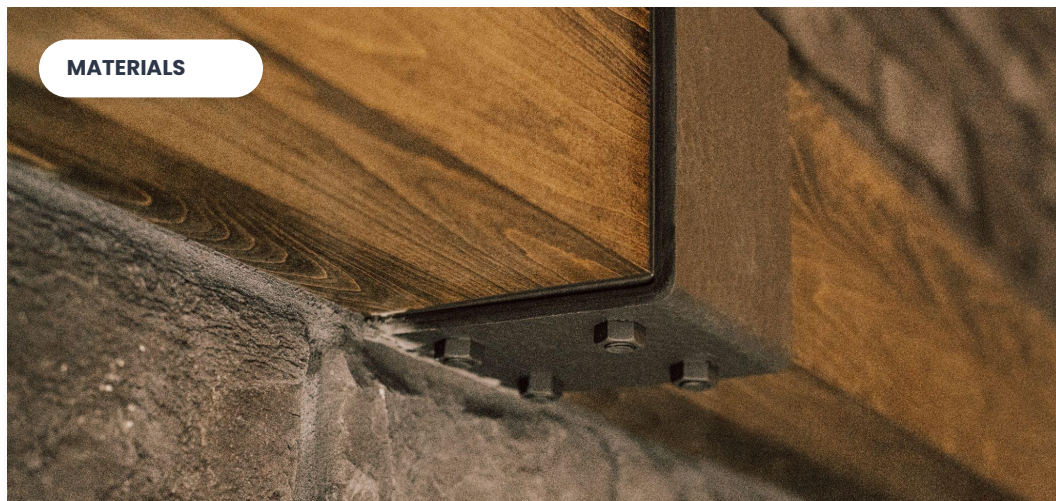
LIGHTING



MOOD & FIREPLACES



MATERIALS



EXTERIORS



CAMPAIGN 02

For The Discerning Few

Built on intentional exclusivity, creating desirability through scarcity and signaling that partnership is selective and time is protected.

© Campaign 02 Strategy

CORE CONCEPT

By leaning into exclusivity and creating the Melanzana effect, the campaign piques the interest of UHNW individuals, using scarcity to heighten desirability and perceived value. Taking on only a handful of projects each year, Crownover protects the highest form of luxury for this audience: time. Every detail is managed, every contractor coordinated, and every update tailored to the client's preferred cadence and communication style, allowing them to stay focused on the lives they've built while we build the home worthy of it.

PSYCHOLOGICAL TRIGGERS

Selective Belonging

UHNW clients value rare, invitation-only partnerships. This concept leverages exclusivity to elevate Crownover from "builder" to "private practice," where being chosen is a marker of taste.

Time as the Ultimate Luxury

C-suite executives and founders value their time. Crownover's white glove service signals that this partnership is designed for people whose time is too valuable to waste, reinforcing the exclusivity of the offer.

RECOMMENDED

For The Discerning Few

Positions Crownover as an exclusive partnership reserved for clients who value craftsmanship, attention, and excellence above all else.

CHALLENGE-ORIENTED

We choose our clients as carefully as they choose us.

Establishes mutual selectivity. Frames the relationship as a partnership of equals, not a transaction, but a deliberate fit.

THE DETAILS

Limited projects. Unlimited attention.

Explains why exclusivity benefits the client: fewer projects means deeper dedication to each one.

BOLD STANDARD

Exacting standards deserve an exacting partner.

Speaks directly to perfectionists and signals that Crownover matches their level of care and precision.

PROCESS

Excellence isn't mass-produced.

Justifies the selective approach by connecting quality to intentional limitation.

” Ad Copy Variations

VERSION A — THE STORY

You didn't build your success by cutting corners.
Neither did we.

We accept a limited number of projects each year,
not as a marketing strategy, but as a promise.
Fewer clients means deeper attention. Every detail
managed. Every contractor coordinated. Every
conversation on your terms, at your pace.

You've spent years building something meaningful.
Your home should reflect that without demanding
more of the time that got you here.

We take limited clients so your time never pays
the price.
Limited Projects. Unlimited Attention.

VERSION B — THE DETAILS

A Crownover residence isn't for everyone.

It's for those who value craftsmanship over
speed, appreciate meticulous attention, and
understand that excellence isn't mass-produced.

It's for the discerning few.

Five generations of building. One team dedicated
to your project. We manage every detail,
coordinate every trade, and communicate on
your terms, so you can stay focused on the life
you've built while we build the home worthy of it.

Because exacting standards deserve an exacting
partner.

Aesthetic: Unique Appeals

EXPERIENTIAL



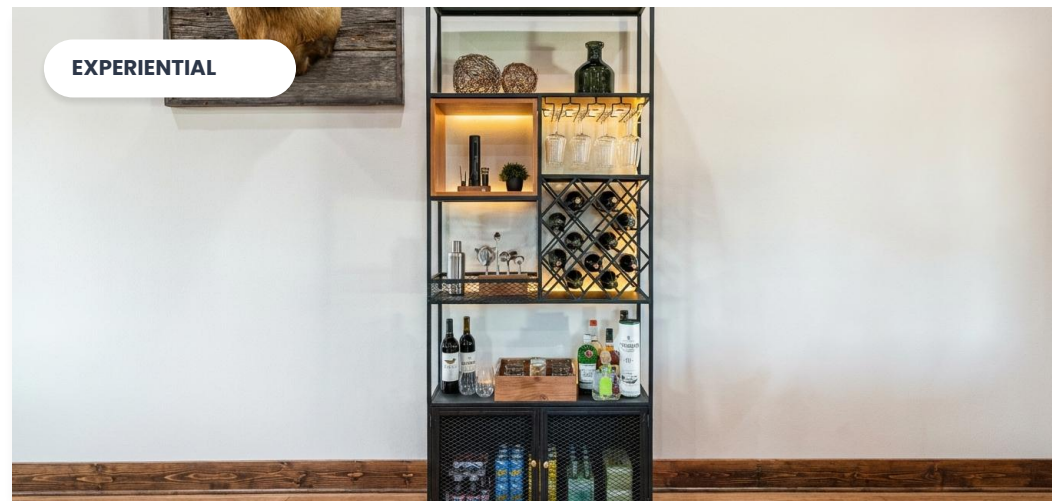
EXPERIENTIAL



LIFESTYLE



EXPERIENTIAL



CAMPAIGN 03

Your Personal Resort

A lifestyle-driven concept that highlights Crownover homes as private retreats.

🎯 Campaign Strategy

CORE CONCEPT

A Crownover home is not just a residence, it's a private resort built around one guest: you.

This concept expands into multiple lifestyle expressions: wellness, performance, sanctuary, outdoor life, hunting lodge ambience, boating, and tailored amenities. Each variation appeals to a different persona but ladders up to the same emotional truth: every day should feel like your best vacation.

PSYCHOLOGICAL TRIGGERS

Luxury of Ease

UHNW clients crave frictionless living: fewer decisions, more joy, more rest.

Status Through Experience

Experiential luxury now outranks material luxury; wellness suites, saunas, boat docks, trophy rooms.

Tailored Lifestyle Fit

From athletes to hunters to remote-working executives, personalization of lifestyle space signals deep understanding of who they are.

RECOMMENDED

Your Personal Resort

concierge | gym | spa | golf simulator | reporting schedule | trophy room

The umbrella concept. Positions home as a private destination built around one guest and designed for the life you actually want to live.

LAKESIDE LIFE

Your personal morning dockside coffee.

Captures a single sensory moment that represents an entire lifestyle.

HUNTING

Because your trophy room deserves a trophy home.

Honors the lifestyle and the legacy of hunting.

RESORT

Welcome home. Welcome away.

Captures the duality of resort living: the comfort of home with the feeling of escape, all in one place.

RESORT

The getaway you never leave.

Reframes the vacation mindset as permanent. Why visit when you can stay?

Ad Copy Variations

VERSION A — THE RESORT

The resort you keep returning to. The view you can't stop thinking about. The morning that feels different from every other morning.

What if that feeling had a permanent address?

A Crossover home is designed around one guest: you. Spa. Gym. Wine cellar. Home theater. Outdoor kitchen. Whatever your version of escape looks like, every square foot is your personal resort.

VERSION B — THE LAKEHOUSE

Maybe it starts with a sound. Water lapping against the dock.

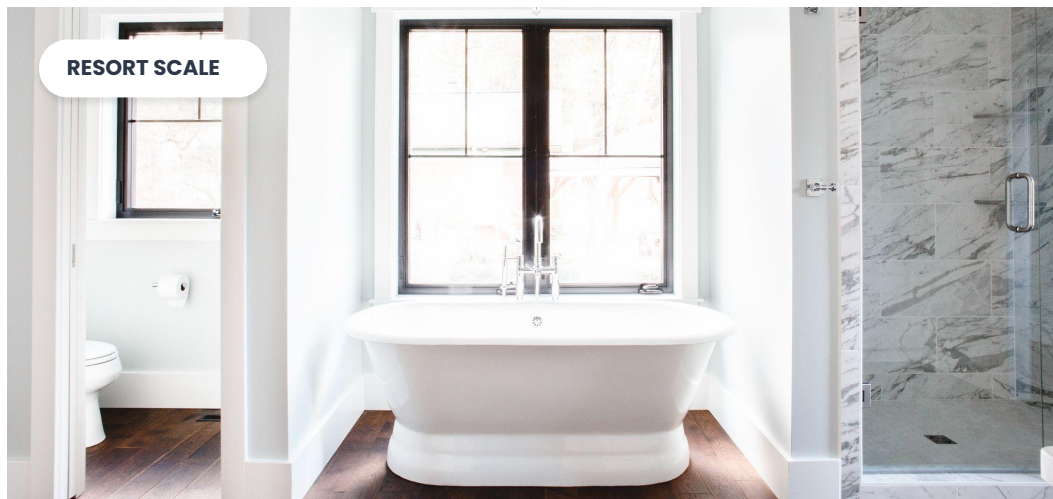
Or a sight. Morning light breaking across an Ozarks lake.

Or a feeling. Bare feet on warm stone, walking from the bedroom to the boat.

Maybe it's all of it. Every detail. Exactly as you pictured. This is lake life without limits. Designed around how you actually want to live, not what fits a standard floor plan.

Your personal lakefront. That's what we build.

Aesthetic: Resort Feeling



Aesthetic: Lakehouse

EVENING GLOW



WATERFRONT ACCESS



RESORT SCALE



OUTDOOR LIVING



Additional Concepts



Additional Concepts 1

Where the Wild Meets the Refined

A geographic and emotional hook. This concept uses imagery of Arkansas and the Ozarks (the lakes, the forests, the land) to instantly connect with audiences who already know and love the region.

Ties naturally into lifestyle elements unique to Arkansas living: lake houses, hunting lodges, outdoor spaces designed for fishing, boating, and land-based living. This is Crownover's home turf, and the imagery proves it.

A Legacy of Building Legacies

Crownover has been building for 80 years. Five generations of craft. By now, this isn't construction, it's artistry.

This concept connects Crownover's heritage to the client's desire for permanence. The company has built legacies for eight decades; now they build yours. Homes designed to be inherited. Craftsmanship meant to outlast trends, decades, generations.

Additional Concepts 2

The Crownover Experience

This concept brings the red carpet treatment to life. It's not just about the finished home, it's about what it feels like to build with Crownover from day one.

A stage-by-stage walkthrough of the building journey: first conversation, design development, material selection, construction, final reveal. Each touchpoint demonstrates the white-glove service, proactive communication, and seamless coordination that defines the Crownover difference.

Outdoors, Elevated

This concept speaks directly to clients with outdoor interests. Hunters. Anglers. Boaters. Golfers.

The home enhances the outdoor experience. After a day on the lake or in the field, you come home to something worthy of the life you've built.

The trophy room that displays decades of memories. The dock that rivals the boat. The mudroom designed for the way you actually live. The outdoor kitchen where the catch becomes dinner.

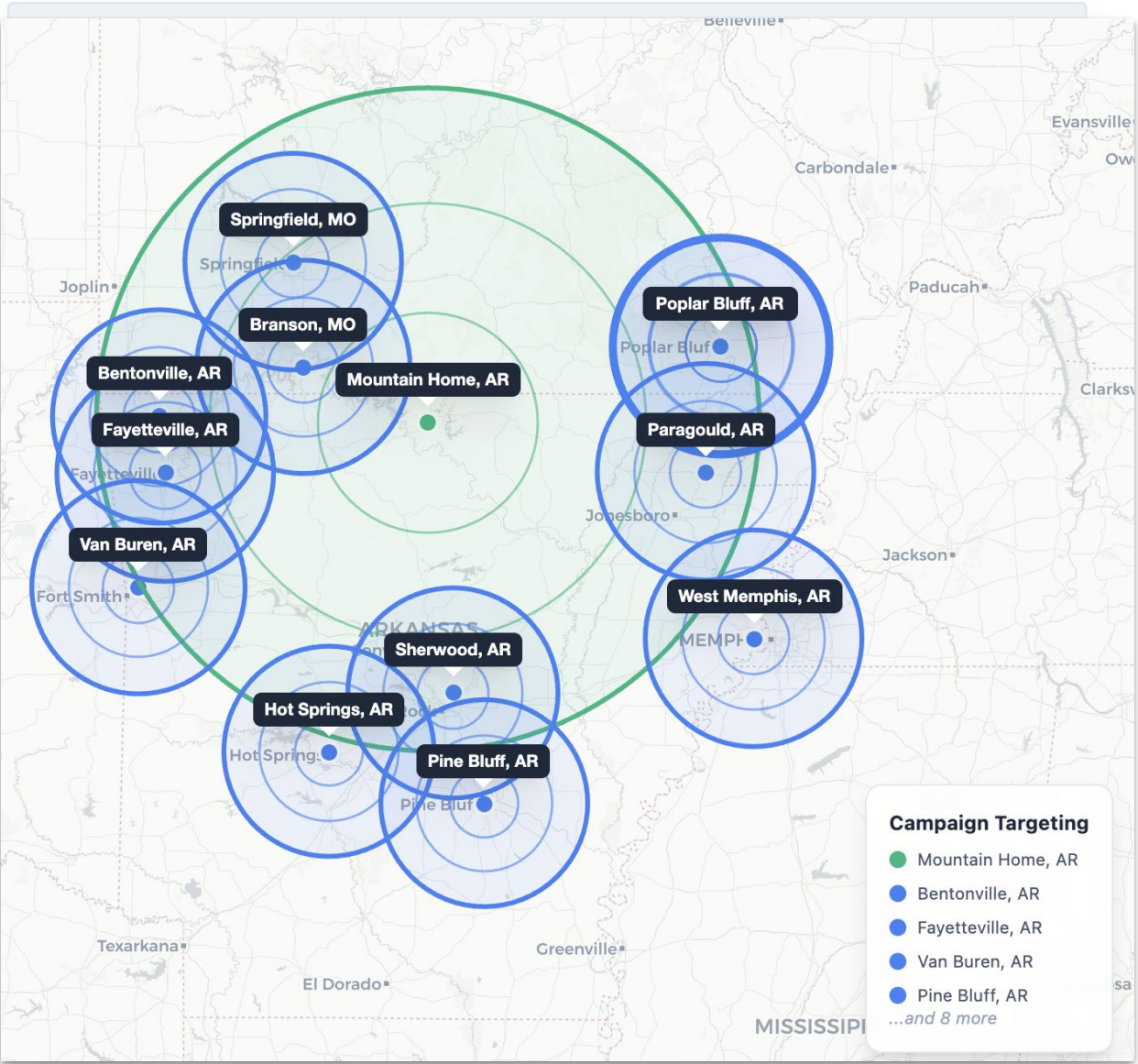
This isn't roughing it. This is living well, with the outdoors as your backyard.



02

Meta Ads Strategy

Geographic Strategy



Project Markets

Branson / Table Rock Lake **PRIMARY**

Northwest Arkansas **EXPANSION**

Mountain Home, AR **WITHIN 3 HOURS**

Meta Audience Targeting

We employ a sophisticated targeting matrix to identify ultra-high-net-worth individuals actively seeking custom homes in the \$1.5M–\$10M range.

Luxury Real Estate Buyers

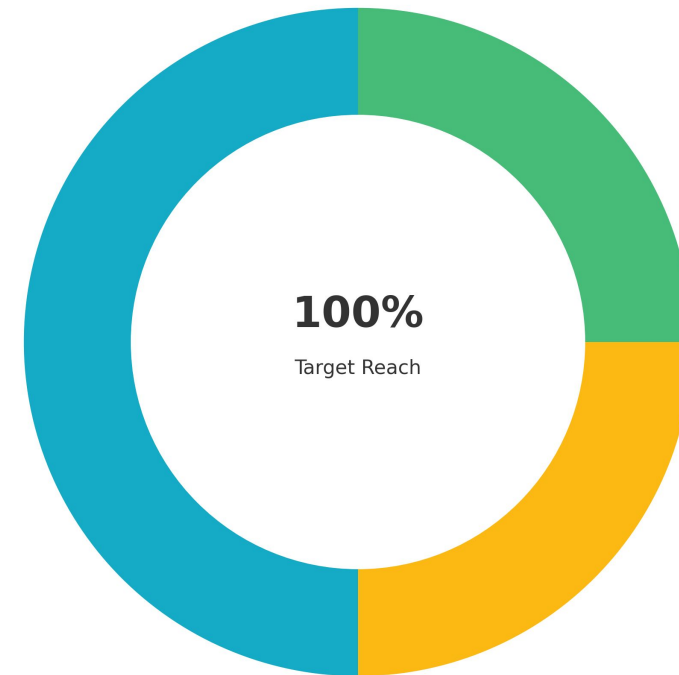
Targets buyers actively searching for high-value homes and land, including luxury houses, estates and land-and-house properties.

Second-Home Living

Reaches people interested in holiday and architectural cottages, signaling a preference for lakefront, second-home living.

High-Net-Worth Users

Targets HNW prospects engaged in wealth management, financial planning, and investment management for multi-million-dollar purchases.



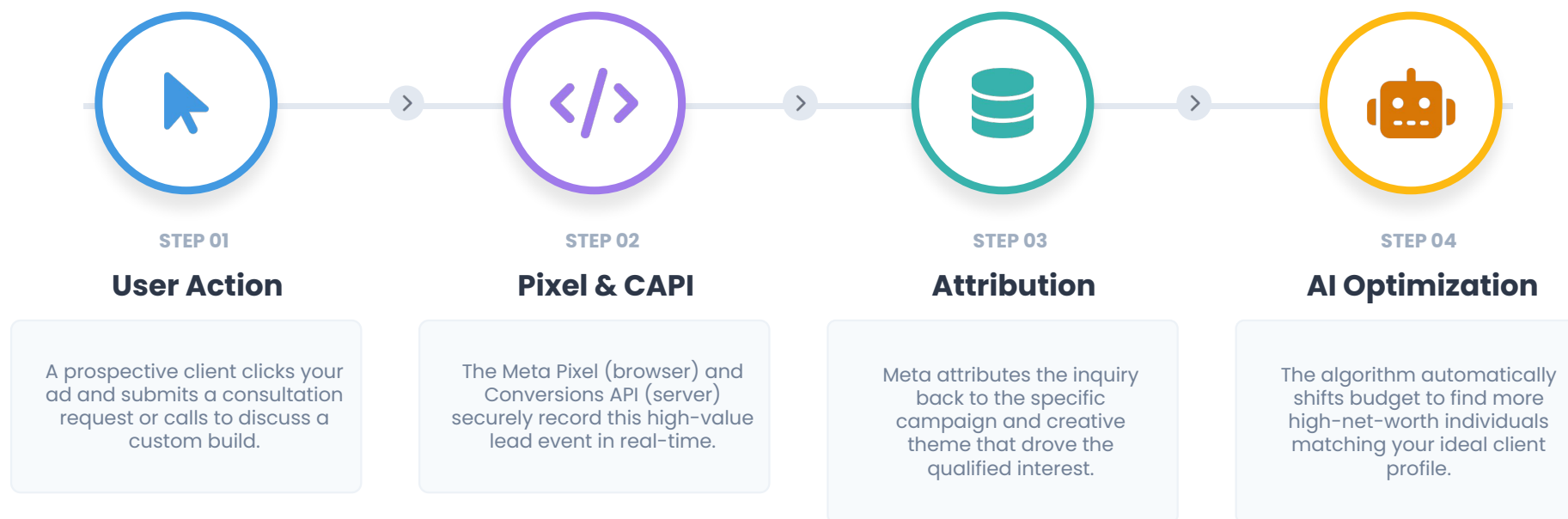
 **Luxury Real Estate Buyers**
High-value homes & land

 **Second Home Living**
Leisure & second-home lifestyle

 **High Net Worth Users**
High-net-worth investors

How Conversion Tracking Works

A transparent look at how we track high-value inquiries from initial interest to signed contracts. This closed-loop system ensures we optimize for qualified project intent (\$1.5M–\$10M), not just clicks.



Optimizing for Revenue

For Crownover Company, we track deep-funnel events like "Consultation Request." This trains the AI to prioritize serious investors over casual browsers, ensuring every dollar supports acquiring your next \$1.5M+ project.



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Thank You



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