



Case Study

PEACHTREE GROUP



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Challenge

Peachtree Group is a privately held, fully-integrated real estate investment management, lending and servicing platform. The company owns, operates, manages and develops hotels, hotel- and other commercial real estate-related assets throughout the United States. Founded in 2008 as a family office, Peachtree has invested over \$3.0 billion into real estate equity and fixed income transactions with a cost basis of more than \$9.0 billion. The firm has approximately 250 employees outside hotel operations.

Peachtree's 1031 Exchange/DST Products division approached us for the launch of their inaugural DST product. With an overloaded internal marketing department, Peachtree had an immediate need for additional marketing resources. A key part of their need was a unified and compelling design that effectively represented their brand and offerings.

Solution

Initially, our collaboration with Peachtree involved refining their brochure layout, aligning it with their existing branding while modernizing and elevating the design. Subsequently, we crafted a dynamic video to offer a compelling visual representation of the property in their offering, allowing potential investors to virtually tour the asset. Our commitment to working within their timeline ensured a prompt launch, expediting their entry into the market.

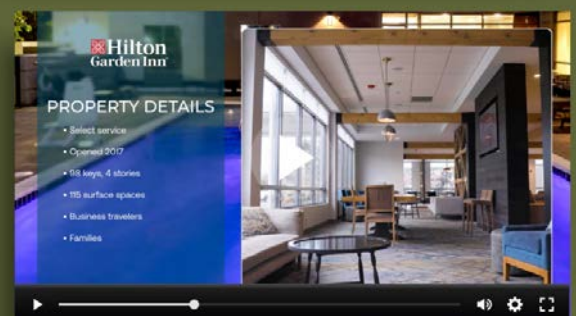
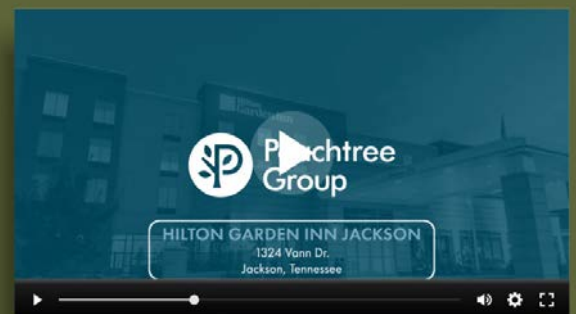
Impact

Peachtree was able to enter the market quickly, allowing them to fully subscribe the offering faster than anticipated. Following the product launch, they experienced a notable surge in material usage and sales conversations, solidifying their position as an industry leader in the competitive 1031 exchange product market. After the initial project, we created materials for several additional DST offerings, a development fund and an opportunity zone fund.



Your consistent ability to surpass our expectations empowers us to bring high-quality materials to the market. Your deep understanding of the industry and your skill in presenting it in a manner easily digestible for those who don't live and breathe our work every day helps us effectively educate advisors on our offerings and raise capital.

Tim Witt
PRESIDENT, 1031 EXCHANGE/DST PRODUCTS | PEACHTREE GROUP





Marketing Intent is a sales-focused marketing agency specializing in the alternative investments industry. We have decades of experience helping asset managers explain their investment offerings to financial advisors and investors with clear messaging and compelling design. We deliver strategy, copywriting, design, branding, website design and development, print and digital marketing.

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