



Case Study

TERRA DEVELOPMENT, LLC



marketingintent.com | info@marketingintent.com | 303.912.7349



Challenge

With a deep background in both investments and the commercial real estate industry, Terra Development, LLC creates private placement investment opportunities in development projects. The company understands the risks associated with real estate. And believes returns should justify the risks taken. Terra Development, LLC's combined 75+ years of investment experience paired with more than \$90 million in real estate development projects allows it to locate and create profitable real estate investment opportunities.

Terra Development was taking the step of launching their private placement offering in the Broker Dealer channel and preparing to work with home office due diligence personnel, advisors, and clients. They needed a brand refresh to help them stand out among the sea of offerings and the right content to help grab the attention of their target audiences.

Solution

We designed a vibrant and relevant brand concept helping them make a splash as they entered the Broker Dealer channel. We also provided content elevating them as a brand and team, while educating the audience with content that is digestible. The goal was to make Terra Development easily recognizable and convey their mission without complicating the story.

Impact

The refreshed branding and digestible content allowed Terra Development to enter the Broker Dealer channel prepared, and garnered the attention of their target audience. The Terra Development team was able to focus on gaining traction with key players in the channel while using impactful marketing assets to aid in their sales journey.



POSITIVELY AFFECTING TOMORROW

TERRA
DEVELOPMENT

Overview
INVESTED IN DEVELOPMENT



About Us

Terra Development LLC was started by Darryl Dyche, CFP®, Justin Riley and Matt Selman in 2016, bringing together our deep experience and histories in the investment and real estate industries to positively impact the future through real estate development. Whether we're developing a solar farm, adding homes to our local communities, conserving land, providing mining opportunities, or raising tax equity capital for renewable energy projects, our investments are forward-thinking and thoughtful.

Our combined 75+ years of experience paired with more than \$440 million in real estate development projects allows us to locate and create strategic partnerships so our investors can gain access to profitable real estate investment opportunities that balance risk and return. These are projects and investments we put our own money into right alongside our investors.

OUR MISSION

To serve as an issuer and allocator of private real estate investments for accredited investors.

OUR OBJECTIVE

To locate and create profitable real estate investment opportunities for those who invest with us.

OUR PHILOSOPHY

We understand the varied risks associated with real estate and we believe that the return should justify the risks taken. We also believe in what we develop. The co-partners invest alongside others in the limited partnership.

2023 MARCOM

GOLD

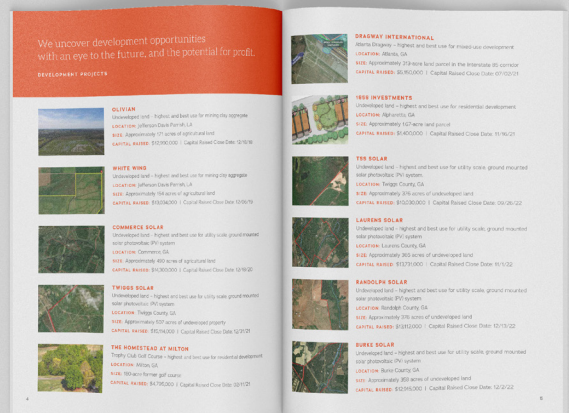
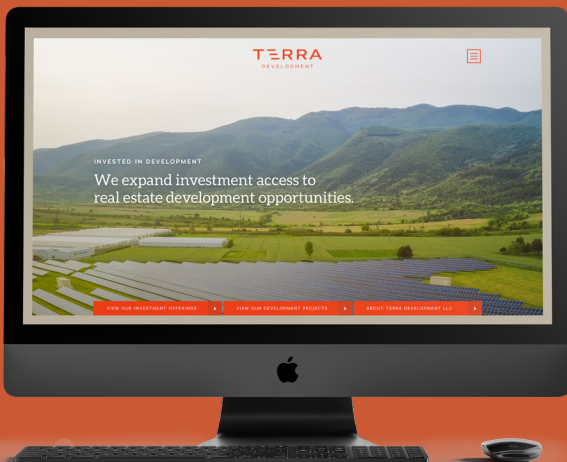
WINNER



Marketing Intent does a fabulous job and working with Cherie and Alise has been great! They have experience and expertise, as well as a thorough understanding of the industry and the target audience. We used them to refresh our logo, website, printed materials, PowerPoint presentations, print advertising, conference booth design, logo items, and email communications. We've been very pleased with the quality of their work, turnaround time and the pricing. I would highly recommend them to other alternative investment sponsors.

Matthew Selman

MANAGING PARTNER | TERRA DEVELOPMENT





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.

MARKETING INTENT

Denver, CO

marketingintent.com | info@marketingintent.com | 303.912.7349