

## **Greensboro Housing Development Partnership to Select Marketing Team for Next Phase of Housing Development in Willow Oaks**

Greensboro Housing Development Partnership (GHDP), a locally based not-for-profit development agency, is currently offering to homebuilders 32 build-ready lots for purchase and new home construction. These lots are located in the Willow Oaks neighborhood in east Greensboro. Willow Oaks is a dynamic new home community, with more than 100 single-family homes and over 200 townhomes and villas already providing attractive homes for families and seniors.

As a part of this development effort, GHDP will be selecting a real estate team to provide marketing services available to the selected homebuilders and prospective homebuyers for these 32 lots. Expected marketing team services will include, among other items; creation of various print and online marketing products, initial follow-ups with prospective homebuyers, liaison between prospective homebuyers and homebuilders, facilitation of purchase agreements, and assisting all parties with homebuyer closings.

Information about this opportunity is contained in a Request for Marketing Team Proposals for Development in Willow Oaks New Housing Community. The Request for Proposals can be viewed [here](#): Proposals are due not later than 5:00pm on Monday April 13, 2020.

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