

THE WORLD DESK · FUTURE NEIGHBORS EDITION

Show the lifestyle before they buy, and keep buyers close while the home is built

Active-adult buyers choose a way of life first. Every morning, The World Desk briefing arrives with your community's name on it, with global reporting for curious minds and a short line from you at the top.

EVERY MORNING	The full daily briefing, "Courtesy of [Community]," for interest-list members and visitors, reviewed at 12 months, and for buyers under contract until closing.
YOUR GROUPS	Interest list and buyers under contract, each with its own top line: model-home events and phase releases for one, build milestones and neighbor events for the other.
YOUR TOP LINE	One or two lines at the top, labeled "From [Community]," that you can change weekly. Prospects never see outside advertising, and your line never appears inside a story.
FOR YOUR TEAM	A roster every two weeks of everyone still receiving the briefing, with recent opens and clicks, and a one-page summary each month. You or your sales representative can remove anyone at any time.
AFTER SELL-OUT	A developer can start the full Community Program for homeowners, and the HOA and its lifestyle director can keep it after the last home sells.

Two ways to start

	Sales Plan	Full Community Program
Price	\$200 setup · \$100 a month for up to 150 people · \$20 per additional 100 · never more than \$250 a month	\$75–\$399 a month by occupied homes, with prospect email included free
Residents	May be added as a separate group for the daily email only, with a courtesy reminder and a referral or event line, never a sales line	Every resident receives it, with a "Courtesy of" reminder and an optional referral line, never a sales line
Also includes	Daily briefing, top line, roster every two weeks, monthly summary, tour kit	Everything in the Sales Plan, plus program-only Beyond the Headlines, Coffee and the World, lobby screens, Passport Week and prospect gatherings
Groups and listening	Group discounts of 5–25% for 2 to 50+ communities, plus 15% off for yearly billing; listening \$40 a month	Same group and yearly discounts; listening \$40 a month
Email delivery	No charge up to 500 people on the list; \$10–\$100 a month above that	Same, counting residents and prospects together

Founding Sales Partner Trial: 60 days free for up to 150 prospects, plus any residents who opt in. No credit card, and nothing converts to paid without written agreement. If you continue, setup is waived and your founding price holds for 24 months. Limited to the first four communities in each track.



See the reading experience: theworlddesk.news/community

Sample Week, no sign-up: theworlddesk.news/community/sample-week

Questions: (645) 654-0684 · sales@theworlddesk.news

No outside advertising, and we never sell your information.