# **Segment‑Specific Landing Pages**

Each segment‑specific landing page serves a *specific customer type*, speaks their language, addresses their needs and pain points, and ends with clear CTAs & lead capture forms.

## **🌾 1️⃣ For Developers & Builders**

### **Title/Headline:**

**“Scalable Modular Housing Solutions for Developers & Builders”**

### **Sub‑Headline:**

*Affordable, efficient, and delivered in just 60 days — Discovery Homes helps you maximize ROI on every acre.*

### **Body Copy:**

As a developer or builder in Western Canada, your success depends on timely delivery, predictable costs, and housing that meets market demand. Discovery Homes provides flexible, high‑quality modular homes that allow you to:  
 ✅ Build faster and at lower cost per unit  
 ✅ Offer sustainable, energy‑efficient homes  
 ✅ Customize layouts for different buyer segments

Whether you’re planning a rural subdivision, infill project, or a vacation rental community, our team is here to partner with you — from planning to delivery.

### **CTA:**

* Button: *“Request a Developer Proposal”* → opens form
* Secondary: *Download our free Developer Planning Guide* (gated PDF)

## **🪶 2️⃣ For Indigenous Communities**

### **Title/Headline:**

**“Culturally‑Respectful, Grant‑Ready Housing for Indigenous Communities”**

### **Sub‑Headline:**

*Built with care, designed to honor community needs, and eligible for government funding programs.*

### **Body Copy:**

Discovery Homes is proud to partner with Indigenous communities across Western Canada to deliver safe, sustainable, and dignified housing.  
 ✅ Modular homes designed to fit cultural preferences  
 ✅ Ready for CMHC, ISC, and provincial housing grants  
 ✅ Delivered on‑time and on‑budget with minimal disruption

Our homes help Chiefs, councils, and housing managers meet the needs of their people while preserving resources for future generations.

### **CTA:**

* Button: *“Schedule a Consultation”*
* Secondary: *Download our Indigenous Housing Grant Guide* (gated PDF)

## **🏕️ 3️⃣ For Resort, Campground, and Airbnb Owners**

### **Title/Headline:**

**“Turn Your Property Into a Cash‑Generating Destination”**

### **Sub‑Headline:**

*Stylish, durable modular units designed to delight guests and boost nightly rates.*

### **Body Copy:**

Resort and campground owners know that guests demand quality and comfort — and Discovery Homes delivers. Our modular units are designed to blend into your natural setting, enhance guest experience, and deliver strong ROI.  
 ✅ Add rental units to increase capacity  
 ✅ Faster payback vs. traditional builds  
 ✅ Easy to maintain and fully customizable

Your land has potential. We help you unlock it.

### **CTA:**

* Button: *“Get a Rental ROI Estimate”*
* Secondary: *Download our Resort Owner Revenue Guide* (gated PDF)

# **📄 Examples: Suggested Downloadable Guides**

Gated guides are a great way to capture leads and establish authority. Each one should have:  
 ✅ A compelling title  
 ✅ A clear benefit for the reader  
 ✅ A form to collect name, email, phone & segment

## **📘 Guide 1: *“Top 5 Ways to Turn Your Land Into Cash Flow”***

**Audience:** Rural landowners, business owners, farmers  
 ✅ Covers:

* How modular homes can generate income
* Case studies: rentals, work camps, family housing
* ROI calculation examples  
   ✅ CTA: *“Download Free Guide”*

## **📘 Guide 2: *“Funding Programs for Indigenous Housing in Western Canada”***

**Audience:** Chiefs, councils, housing managers  
 ✅ Covers:

* Overview of CMHC, ISC, and provincial grants
* Application tips & timelines
* Example success stories  
   ✅ CTA: *“Download Free Guide”*

## **📘 Guide 3: *“Developer’s Planning Checklist: Building Smarter with Modular”***

**Audience:** Developers & builders  
 ✅ Covers:

* How modular compares to stick‑built
* Key planning steps
* Site prep & timelines  
   ✅ CTA: *“Download Free Guide”*

## **📘 Guide 4: *“Resort Owner’s Guide to Adding Revenue‑Generating Units”***

**Audience:** Resort, campground, Airbnb owners  
 ✅ Covers:

* How to increase capacity & nightly rates
* Design ideas for guest appeal
* Maintenance tips  
   ✅ CTA: *“Download Free Guide”*