



TERRA
DEVELOPMENT

TERRA DEVELOPMENT, LLC

Company Brochure Design

SUBMISSION BY MARKETING INTENT AND MCGRATH & MCKENNA DESIGN 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, print and digital marketing.

McGrath + McKenna Design Group is an independent design agency based in Denver, CO. We have a combined 35+ years of experience in multiple facets including branding, packaging, print design, web design and development, digital design, and marketing. We provide our clients unparalleled value through customization, collaboration, and creativity to help businesses thrive.

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Challenge

With a deep background in both investments and the commercial real estate industry, Terra Development, LLC provides accredited investors access to real estate development projects through strategic partnerships with seasoned operators. Terra'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 approached Marketing Intent in 2022 as the firm was planning to launch a private placement offering in the broker/dealer distribution channel and preparing to market to home office due diligence personnel, financial advisors and clients to raise capital.

Strategy

In addition to recommending a rebrand, which Marketing Intent completed with its design partner, McGrath & McKenna Design Group, Marketing Intent also suggested a company brochure in the new brand to introduce Terra to the broker/dealer community and visually highlight the firm's commitment to solar energy and development investment offerings.

The brochure's vibrant and modern design stands out among the more traditional design approaches typical of the financial services industry. It presents the brochure content in a way that allows for skimming key topics and quickly reviewing Terra's development projects and understanding the significant track record of the Terra team.

Results

The unique approach to Terra's company brochure allowed the firm to successfully introduce itself to the broker/dealer community, raising the needed capital for its initial offering and launching two additional offerings. Terra also used the brochure to introduce the firm to new development partners and corporate investors for a new business line/distribution channel.



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