Onyx+East Case Analysis

Introduction

Onyx+East is a real estate development company based in Indianapolis, IN, and also has a location in Carmel, IN, a city north of Indianapolis. Onyx+East has recently expanded into the Florida market, in Tampa/St. Petersburg.

While competing with various other real estate development companies, Onyx+East needs a differentiation plan that will put it one step ahead of its rivals and help drive a sustainable competitive advantage in the real estate industry. In this analysis, I will outline strategies that Onyx+East can utilize to achieve these goals and discuss direct competitors the company faces. Additionally, I will address ways that Onyx+East can target a more profitable audience and analyze factors that impact the company’s growth in the Tampa and St. Petersburg area. Onyx+East focuses on building and developing properties that their residents will be able to transform into the place they call “home”. Their “TIE-IT” philosophy showcases the company’s vision along with its innovation, process and execution: “Together, Integrity, Execution, Innovation, and Transform”, but it is lacking in some of the most crucial areas. (East, n.d.)

Threats & Competitors

The most significant issue that Onyx+East faces is the number of real estate development companies that have similar tactics and approaches. Two of the main competitors of Onyx+East are David Weekley Homes and Icon Residential. In contrast to these companies, Onyx+East began operations in 2016, while the two competitors were founded in 1976 and 2009, respectively. This gives the competitors an immediate advantage because they have been in the industry for longer and built a name for themselves. However, one way that Onyx+East can overcome this disadvantage is by adopting relationships with their residents and encouraging communication to ensure satisfaction through social media. After reviewing Onyx+East’s social media presence on Instagram, the company needs to improve the way they present themselves in order to adopt these relationships. “Owner’s manual: Understanding owned social content is key to an effective social media strategy,” (2018) states that almost every company/business utilizes social media, but in order to have a successful presence, they must stand out. Some of Onyx+East’s posts are useful, but the free platform must be utilized to advertise the multitude of properties they offer, in addition to adding in depth description of what the properties include. Currin (2009) states that when it comes to commercial real estate companies using social media, the key to success is not solely using a social media platform to promote the business, but how the platform is used to the best of the company’s ability.

Plan for Exponential Success

Furthermore, Onyx+East must take into consideration the target buyers that will purchase their townhouses. Kurt (2019) states that Tampa, FL, is one of the top ten most popular cities to retire in, due to the warm weather and activities that keep retirees busy. In order to reach this population, Onyx+East must make their townhouses suitable for those who are retiring. The company’s website currently has listings for 2-3-bedroom townhouses, but needs to include one bedroom living spaces that can be occupied by those who are retiring. Ultimately, this will help Onyx+East gain more customers from this population. This will also give Onyx+East an advantage by creating a diverse living community. Eisenberg (2015) emphasizes this by stating...
that two thirds of people aged 65 and older said they prefer living in diverse neighborhoods, as opposed to a community that is age-restricted. As a newer real estate development company, Onyx+East has a lot of room to grow. Utilizing these key strategies, they will be able to deliver a more personalized experience, cover the range of available buyers, and reach the target demographic.
References


