



MARKETING DEPARTMENT SAMPLE PORTFOLIO



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BURKENTINE BRAND

Logos



Live Different.



Letterheads



The Burkentine Real Estate Group has seen a period of rapid company expansion. To help navigate our continuing growth, we are thrilled to announce the addition of two, new C-suite executives. Allow us to introduce our new COO, Sean Albright and our new CFO, Scott Thelen!

Sean Albright – Chief Operating Officer (COO)

Before coming to Burkentine Real Estate Group, Sean Albright served as company CFO and division CEO within the DelGrosso Family of Companies headquartered in Tipton, PA. Sean was a dedicated member of the family-owned company for over 30 years, beginning his employment there at the age of 16. His hard work, dedication and continued education over the years proved invaluable to the company where he worked his way up the ladder, eventually being appointed as CFO of DelGrosso Foods. His success led to his later appointment as CEO of one of the divisions – Marianna Foods Inc. We are excited to add his experience to our team as we rapidly expand into new lines of business. Sean will be responsible for overseeing the company's operations and established procedures in Land Development, Construction, Property Management, Sales and Marketing.



Scott Thelen – Chief Financial Officer (CFO)

Scott Thelen is an experienced finance executive with a 20-year history of working in growth companies that have also been family-owned businesses. Much of his experience involved working with Continuing Care Retirement Communities. His most recent role was CFO at Employment Background Investigations in Owings Mills, MD. Scott has expressed a passion for "companies that have strong missions and make a difference in people's lives". He has a track record of fostering employee success, with 4 of his own prior employees going on to become successful CFOs as well. Scott will be responsible for Finance, Accounting, Human Resources, and IT.



These strategic hires position us to reach our company goals through scalable growth. We look forward to the positive impact we believe Scott and Sean will make on the leadership team and the organization.



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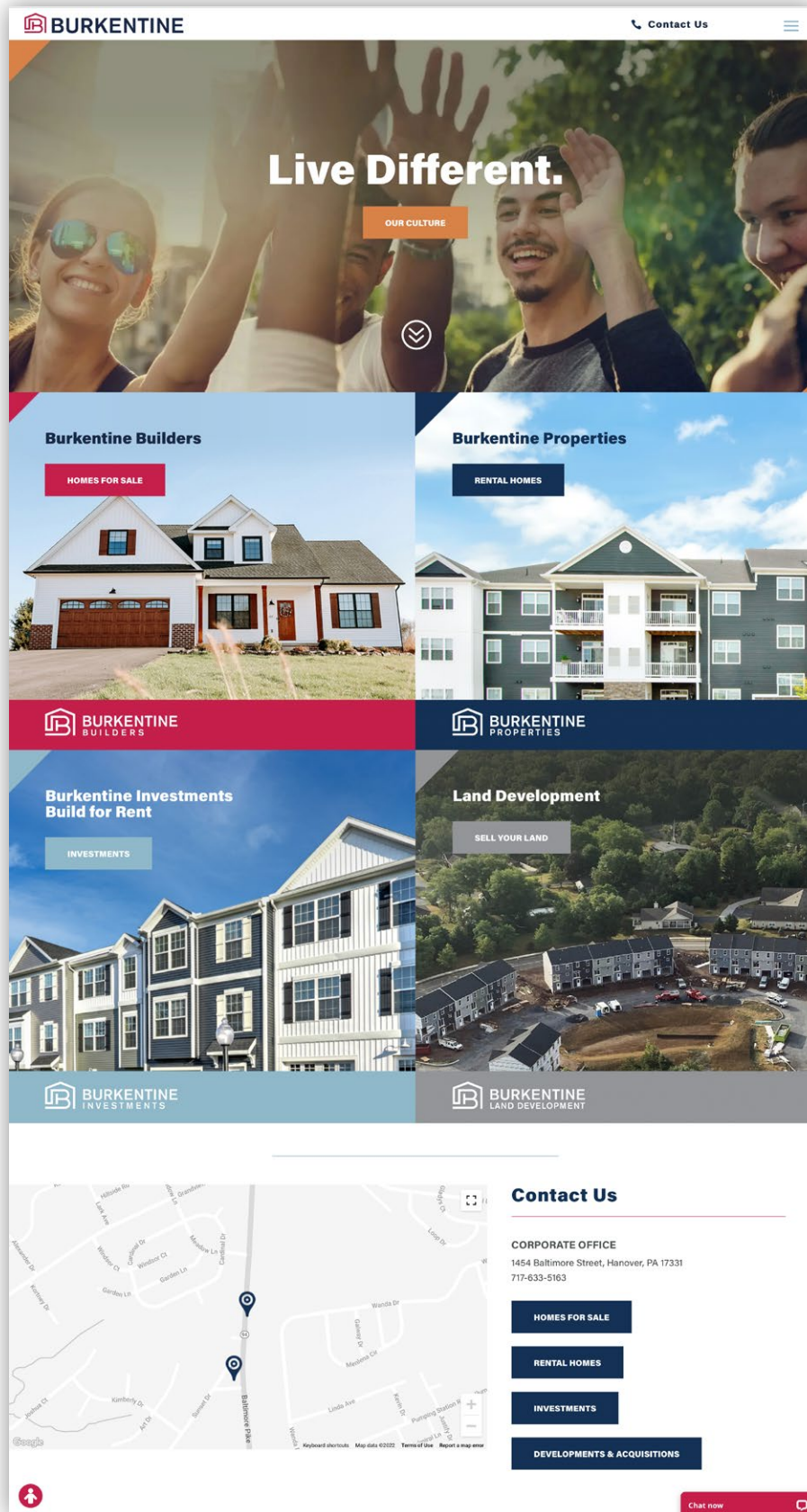
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WEBSITES

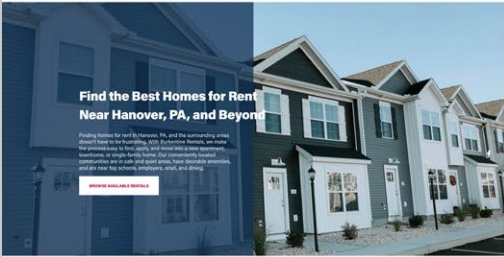
Burkentine Website



Burkentine Rentals Website



[717-933-4892](#) [Contact Us](#)



Find the Best Homes for Rent Near Hanover, PA, and Beyond

Nothing better for rent near Hanover, PA, and the surrounding area. From luxury to the functional, Burkentine Rentals, we work for you. We have a variety of properties for rent, including townhomes, single-family homes, and more. We are located in the heart of the community, and we are near the shopping, dining, and more.

[VIEW AVAILABLE HOMES](#)

Getting You in the Right Home is as Easy as 1, 2, 3!

Whether you're looking to move into your own place, a couple hoping to find a place to rent together near Hanover, PA, or a family who wants to find a home in a safe location in the right school district, Burkentine Rentals can help! Our rental communities are located throughout South Central Pennsylvania including Harrisburg, Gettysburg, York, Dushanbe, and New Freedom, PA. You'll also want to find our rental communities in Erie, PA, Berks, PA, and Gettysburg, PA so you are sure to find the right location for your situation.

Plus, applying to rent our new luxury spaces has never been easier! Simply follow these three steps and get ready to schedule your moving truck!



Step 1: Browse Our Available Rentals

Whether you know exactly where you want to live or are open to finding the right location for you, Burkentine Rentals has thought through every detail of all the available properties. You can even take a 3D virtual tour!



Step 2: Apply Online for the Desired Community

Forget paper applications! Safety and security provided all the necessary information for renting right at your fingertips! We'll review your application and be in touch with you to schedule the next steps.



Step 3: Schedule Your Moving Date

After all the paperwork is completed and rental fees are paid, we'll work with you to schedule your moving date at your convenience! And if you have any questions along the way, we'll be there to answer them!

[VIEW AVAILABLE HOMES](#)



Rentals Available

From three-story townhomes and one-bedroom apartments to duplexes and single-family homes for rent near Hanover, PA, you can count on Burkentine Rentals to have the perfect property for you! We have several rentals with brand-new construction available, just waiting for new renters like you!

Looking for rental on commercial space? We have those available, too! When you rent with Burkentine Rentals, you can be confident that you're working with a property management company with more than 30 years of experience in the business. Find the right home, amenities, and area for you now!

[VIEW AVAILABLE HOMES](#)

Rental Home Communities

Are you looking for a home near Gettysburg, PA? Maybe you just want a quiet place to call your own close to the area's top employers and schools. Here about a place to rent in Hanover, PA! Our conveniently located rental home communities offer an abundance of attractive amenities near the area's best retail and dining establishments.

With more than 30 different communities, Burkentine Rentals has the new construction living space you need. Our communities offer various conveniences, like washer and dryer hook-ups, dishwashers, top-of-the-line off-street parking, and more. Explore all our communities today to learn more.

[EXPLORE OUR RENTAL HOME COMMUNITIES](#)

Ready to Purchase Your Dream Home?

If you're ready to become a homeowner and build happiness in a place to call yours, then check out our homes for sale! These luxury homes contain modern features that allow you to move in quickly without waiting for your home to be built. They are located near York and Hanover, PA, and offer you quality construction and craftsmanship, so you are sure to feel like home of your dreams.

[EXPLORE OUR HOMES FOR SALE](#)



How We Do Business at Burkentine

At Burkentine, we believe in doing things differently so that our customers can find the happiness they deserve. During every transaction with us, you'll find that we live and breathe our mission: we create meaningful spaces and happiness for families and communities to live different.

Whether that means finding the perfect home to rent near Hanover, PA, or having convenient access to the area's top hospitals, dining, and retail, we want to help you find a home that helps you thrive. You deserve to have a safe place where you can relax from the world, enjoy the latest in living innovations, and partner with a rental company that genuinely cares. That's what Burkentine offers you. Just check out some of these reviews from our happy customers:

"An absolute professional operation. I had the pleasure of working with Tina and Tanya to help me through the leasing process. They are very kind and made me feel very welcome. The apartment is beautiful, and I really like the new freedom (ownership) - rental highly recommend renting a home here!"

-Paul D. via Google

"Everything has been 5 stars so far! Beautiful new construction apartment in a safe & quiet area. Both Tina and Tanya have been very responsive and helpful during my move from Denver, CO to New Freedom, PA, especially appreciate Tina stopping by after my move to explain a few of the policies and welcome me to the area. There were a few items that needed to be addressed from my move-in inspection - Mark in maintenance was on top of them immediately. Great service all around!"

-Cathy K. via Google

[LEARN MORE](#)

Ready to Rent from Burkentine?

If luxury living in brand-new construction with world-class amenities and top-notch employers, hospitals, dining, and retail nearby sounds right for you, then we encourage you to get in touch with us! We can help you find the perfect home, apartment, or duplex in the right location for you. Call us today to help you make the move in south central Pennsylvania—whether you're moving back home to be closer to family, are brand new to the area, or are looking to move closer by.

View our homes for rent near Hanover, PA, now by browsing our available rentals. You're sure to find the place for rent you want while being treated fairly by our staff. You deserve the best. That's why smart renters like you choose Burkentine Rentals!

[VIEW AVAILABLE HOMES](#)



Rental Home Communities

Rentals Available

Rentals & Office Space

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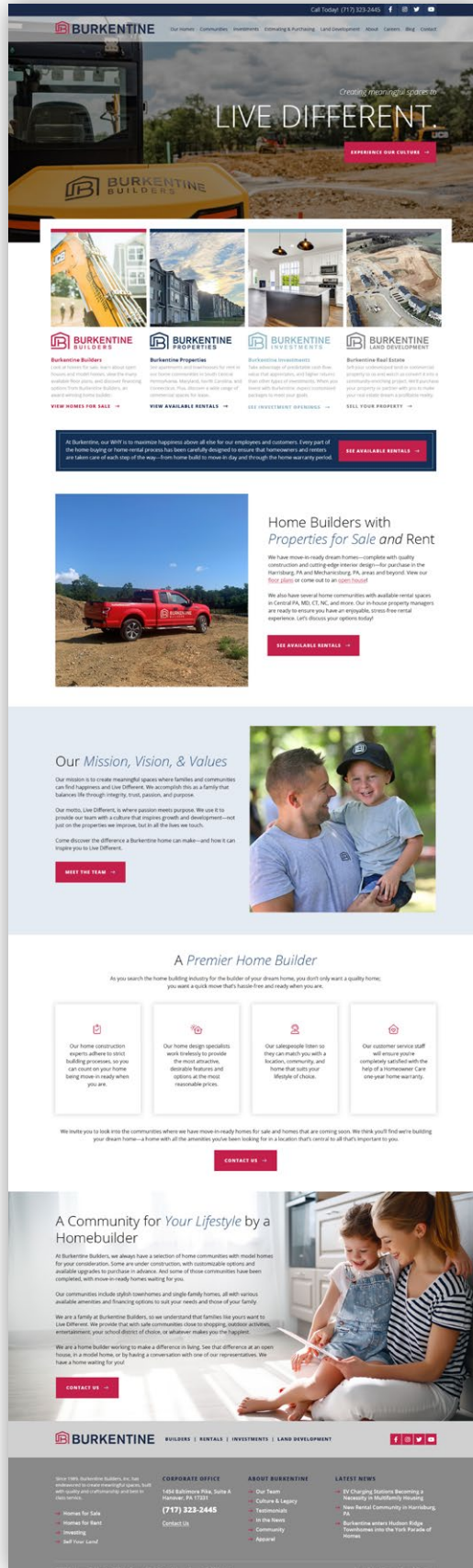
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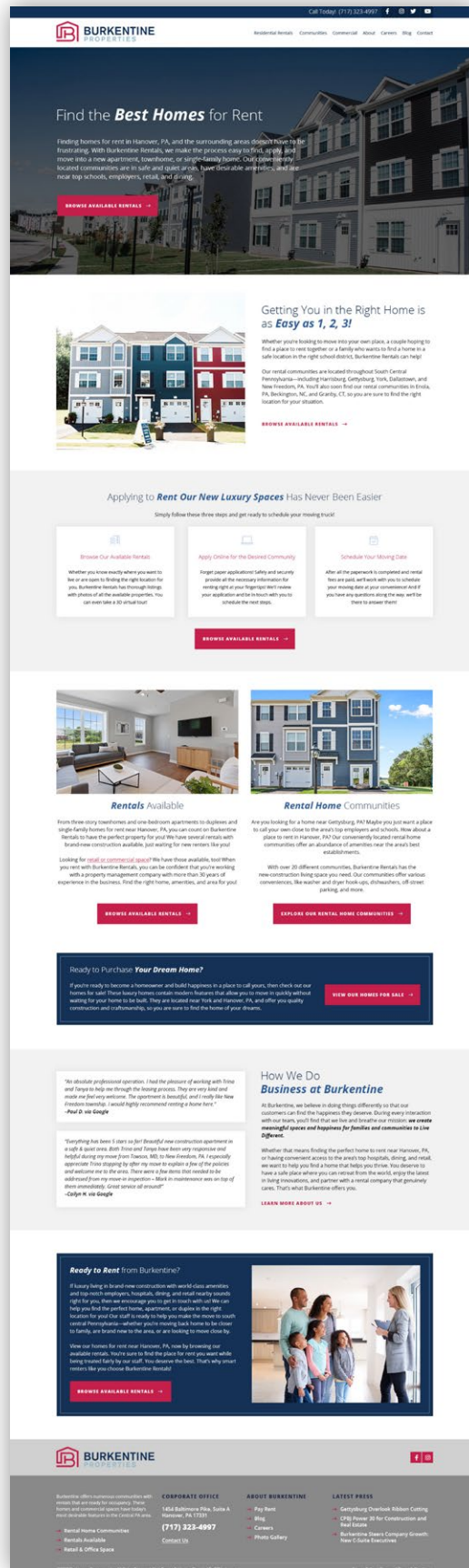
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Redesign of Burkentine Website



Redesign of Burkentine Rentals Website



BRANDING GUIDELINES

Property Management Guidelines

brand guidelines



2022 Burkentine Properties
Branding Guidelines



brand guidelines

2022 Burkentine Social Media Branding Guidelines





BRAND IDENTITY PROCESS

Establishing Brand Recognition

When creating a brand there is a logic to the set of branding process steps. Strategy of how you want your clients to see your brand is often the first step followed by the marketing plan. Once these two steps in the branding process are done, you can move through the chart in developing visual branding – comprised of logo, fonts, color palettes and messaging, among other pieces that will carry through all your delivery vehicles.



Burkentine.com   

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EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

INTERNAL MEDIA RELATIONS POLICY



2022 Media Relations Policy

1. Refer all media/press inquiries to the following individuals as they are the spokespersons for ALL Burkentine business units:
 - i. Burkentine Real Estate Group
 - ii. Burkentine Builders
 - iii. Burkentine Properties
 - iv. Burkentine Land Development
 - v. Yorktowne Settlement Company
 - vi. Echelon Motorsports
- b. **Primary Contact: Public Relations Manager = Regina Miller**
 - i. Cell Phone: 717-698-0364
 - ii. Email: regina@burkentine.com
- c. **Secondary Contact: Director of Marketing and Communications = Denise Kessler**
 - i. Cell Phone: 717-965-6142
 - ii. Email: denise@burkentine.com
2. The company's spokesperson, listed above, will respond directly to the media/press through outreach that may include:
 - a. In-person on project sites
 - b. Phone
 - c. Text message
 - d. Voice mail/Ring Central
 - e. Email
 - f. Social Media
3. Please do not respond with "no comment." Instead, immediately refer media to the spokesperson listed for a response/comment.
4. This policy covers all forms of responses to the media, including "off the record" and anonymous statements.
 - a. This is a "trigger" for the media to be digging for information and to get any kind of comment from you.
 - b. Forward the media immediately to the spokespersons listed above.

I have read, understand, and agree to comply with the policy, rules, and conditions for media relations. I understand that I have a responsibility to maintain a positive representation of the company. Furthermore, I understand that this policy can be amended at any time.

Date: _____

Signature of Employee _____

Printed Name of Employee _____

PUBLIC RELATIONS TOOLKITS FOR EVENTS

Luxury Rental Community Ground Breaking Ceremony



May 11th, 2022 @ 1pm
Groundbreaking Ceremony
PR Plan



June 8th, 2022 @ 1pm
Ribbon Cutting Ceremony
PR Plan

CRISIS MANAGEMENT PLANS

Overall Company Crisis Plans



Crisis Management and Communication Plan

LIFESTYLE CAMPAIGNS - LIVEDIFFERENT CAMPAIGNS

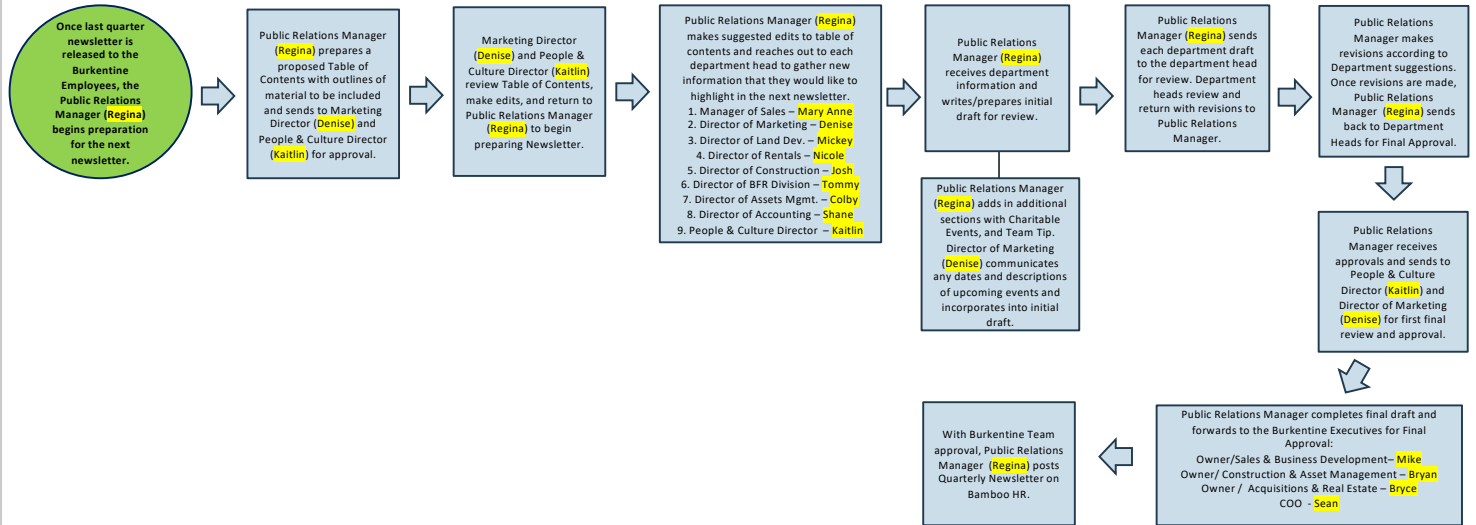


- ▶ Augusts Company Picnic
- ▶ Columbia River and Orchard
- ▶ Habitat for Humanity
- ▶ PSU Job Fair Video
- ▶ Wynfield Pool

SOPS AND WORKFLOWS

Workflows

Public Relations Workflow: Quarterly Internal Newsletter Preparation and Approvals



SOP - Hootsuite Social Media Management Platform



12/13/2021

Standard Operating Procedure (SOP)

Hootsuite

Main Dashboard/Options Panel:



-----→ Logo only, not clickable

-----→ Create: Hover over this icon to create a Post, Pin, or Instagram Story, or create from Content Library Template. You can also create in the Legacy Composer; this is the original content creator in Hootsuite, but it is recommended to use the most recent version.

-----→ Streams: Click on this icon to set up and view your streams and boards (see SOP for setup). Streams allow you to quickly view your posts, mentions, comments, messages and more

-----→ Publisher: Click this icon to view your scheduled posts or create a new one (see SOP for creating a post). Here you can create and schedule a post on any of your profiles

-----→ Inbox: Click this icon to view notifications, including messages and comments

-----→ Assignments: Click to icon to view items that have been assigned to you from another team member.

-----→ Advertise: Click to create a Facebook ad. Hootsuite is integrated with Facebook Ads Manager, so you can create an ad right within Hootsuite. Please note options and creative are more limited than creating an ad directly through Facebook Ads Manager

-----→ Analytics: Click this icon to view insights and analytics on post performance, best time to post, brand awareness, link clicks, and more. This is a great tool to use for a quick glance

-----→ My Products: Click this icon to view other add-ons for Hootsuite

-----→ Notifications: Click to view all notifications for the profiles you have set up within Hootsuite, including messages, comments, and mentions.

-----→ Help & Resources: Click here to find excellent sources for further training and information on everything Hootsuite is capable of

-----→ My Profile: Click here to view your preferences, settings, and information

SOP - Artist Rendering New Floorplans



Page 1 of 6

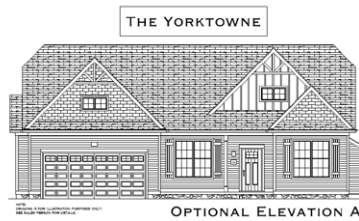
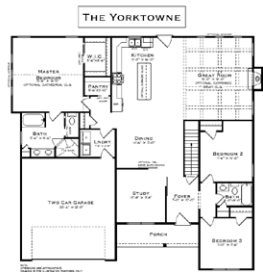
2/14/22

NEW FLOORPLAN

New floorplans on the new home sales side will come from the sales team as needed or Mike/Bryce/Bryan Burkentine.

Work with sales team and decide on a name for the floorplan if one has not been provided already. Also, choose color selections for an artist rendering for siding, roof, windows, etc.

Request the PDF marketing floorplans + b+w front exterior rendering, square footage and raw AutoCAD files for all exterior sides from the architect, Dave Feters at ddfeters@gmail.com. (Use b+w exterior until colorful rendering comes in if sales team needs right away).



Order the artist rendering on Fiverr at www.fiverr.com from [jbstyle1](#). See log in information document for username and password. Order 3D Exterior House Rendering Gig.

Fiverr profile for **jbstyle1**, an architect and 3D archviz. The profile shows a circular profile picture of a man, a 'LEVEL ONE' badge, and a 5.0 star rating from 8 reviews. There are buttons for 'Contact Me' and 'Get a Quote'. The location is listed as Indonesia.

Jbstyle1's Gigs

Fiverr gig for **jbstyle1**, Level 1 Seller. The gig title is 'I will make 3d exterior house rendering'. It shows a 5.0 star rating from 6 reviews and a starting price of \$35. The gig image shows a modern house exterior.



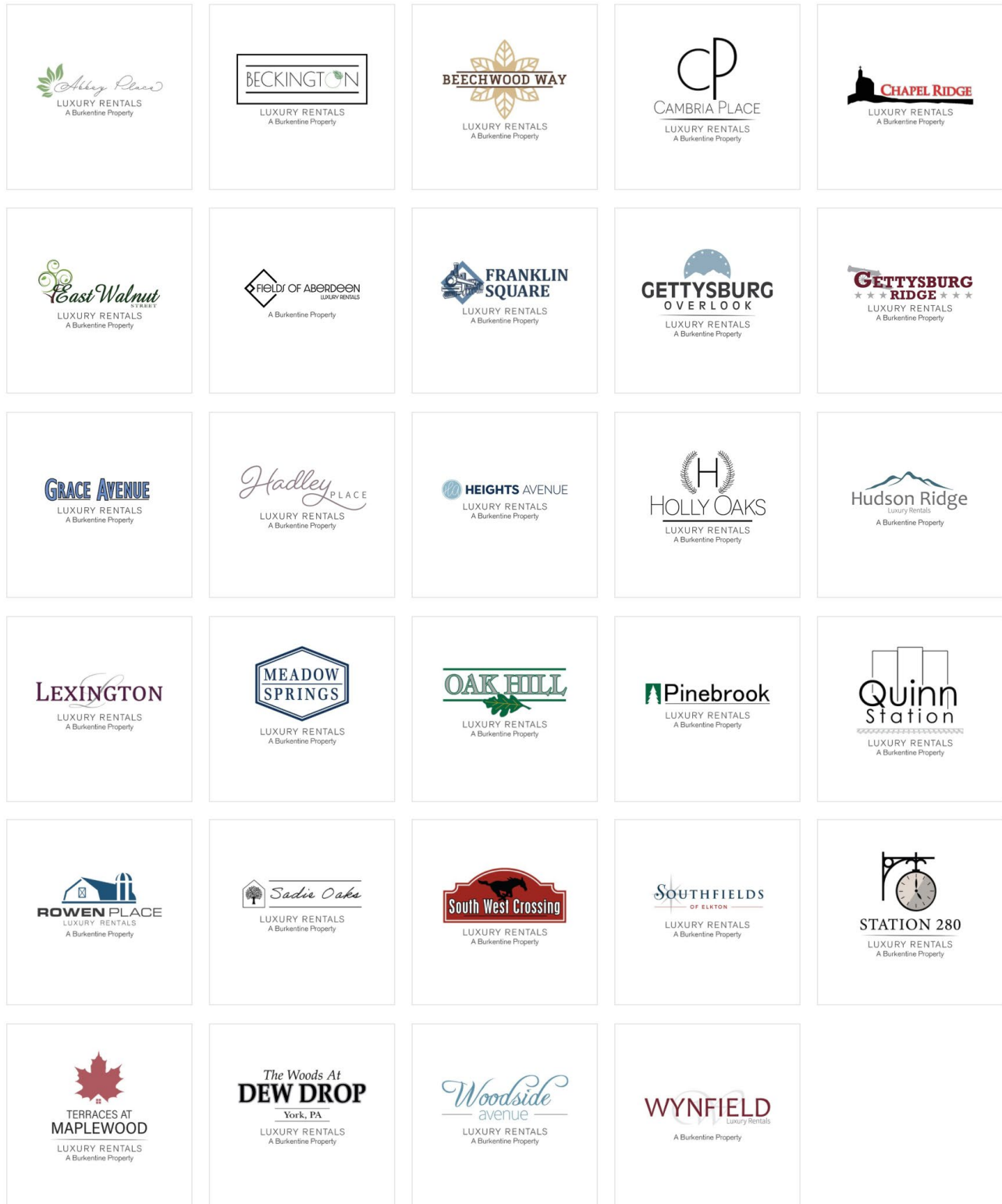
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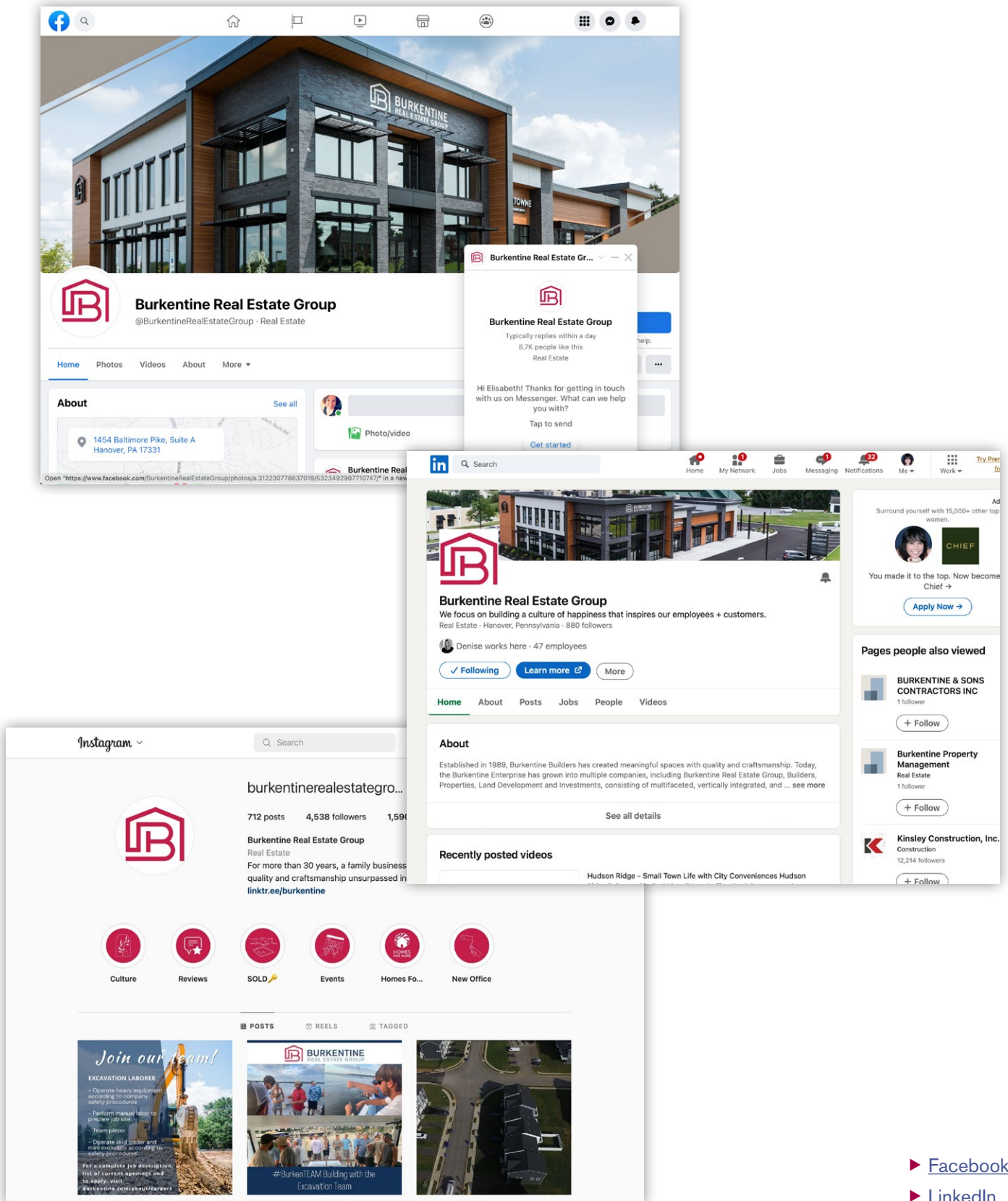
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SOCIAL MEDIA

Community Logos

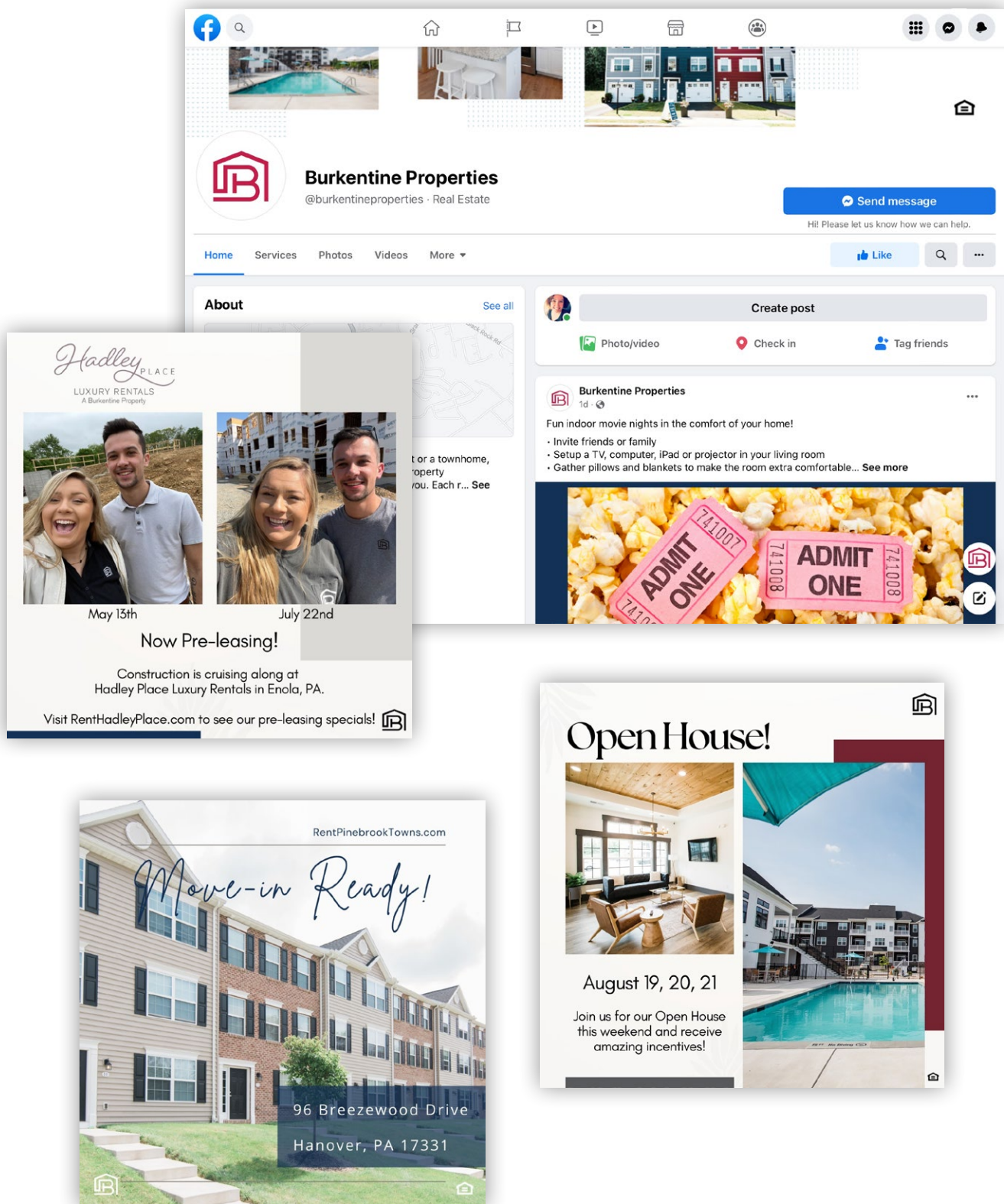


Burkentine Real Estate Group Social Channels

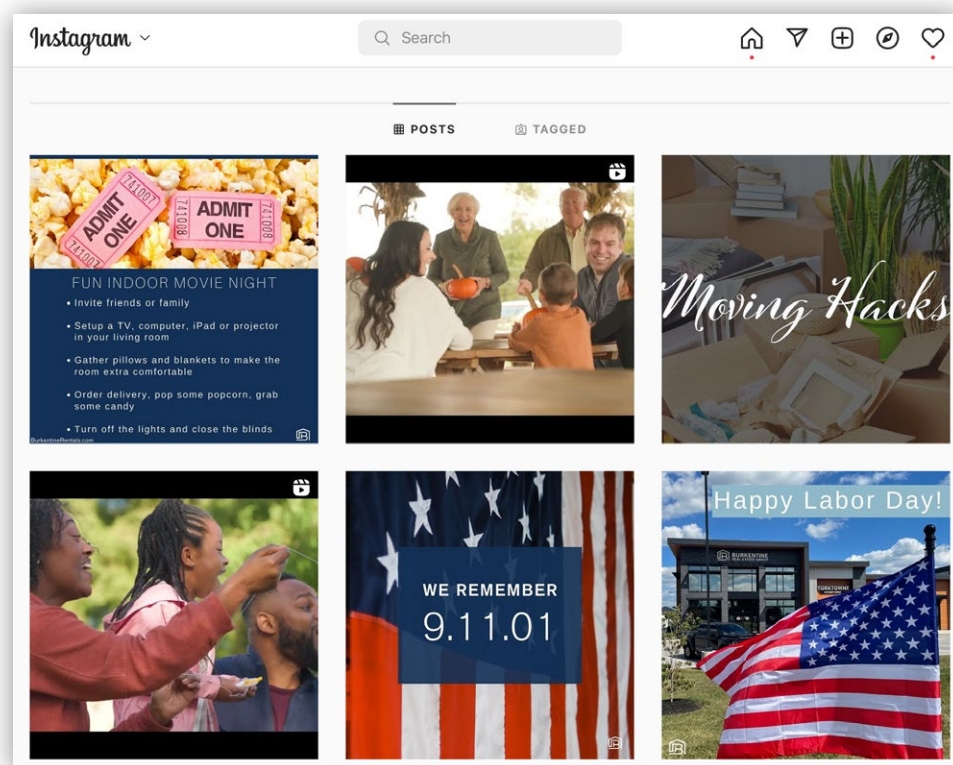
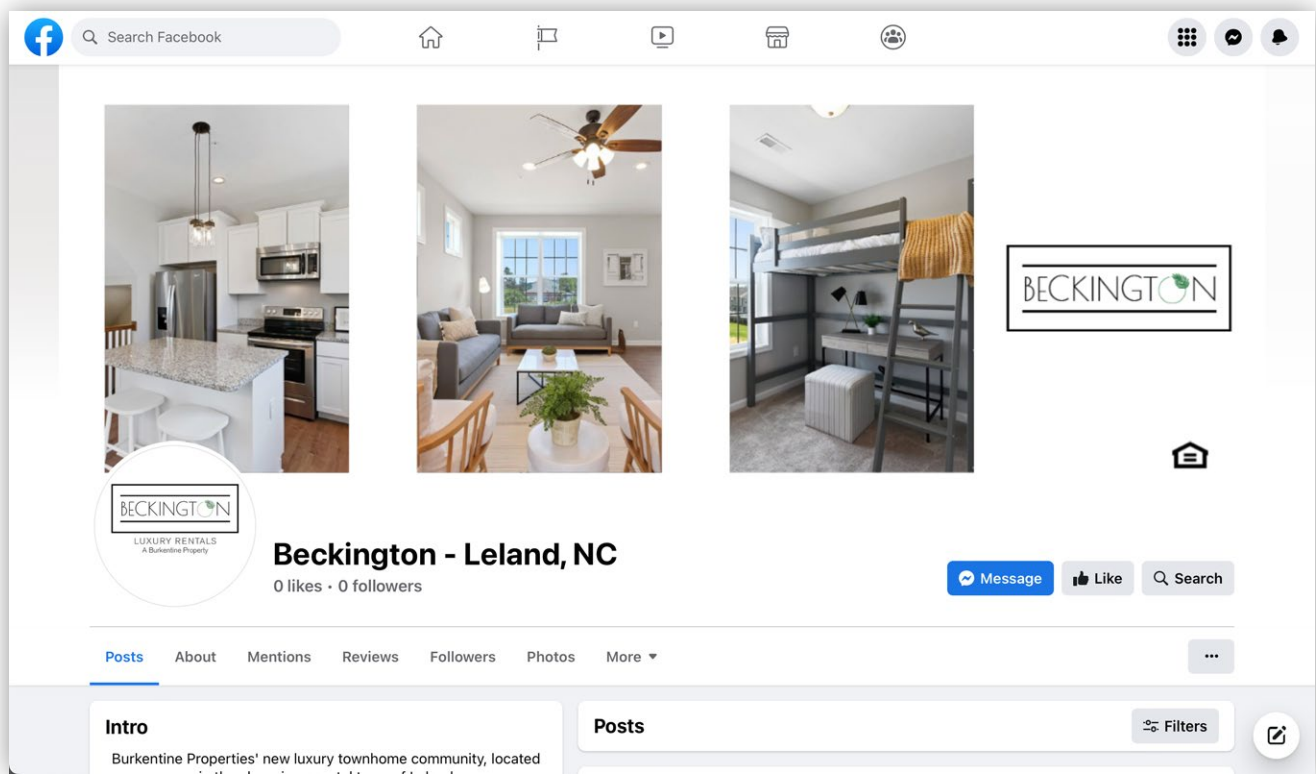


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- [Instagram](#)

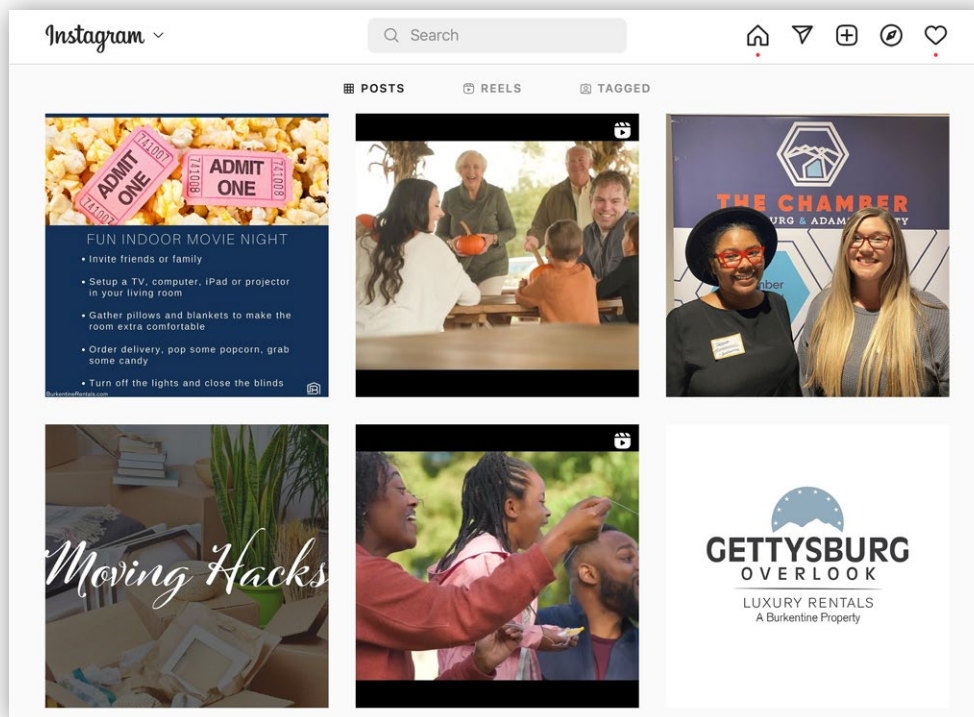
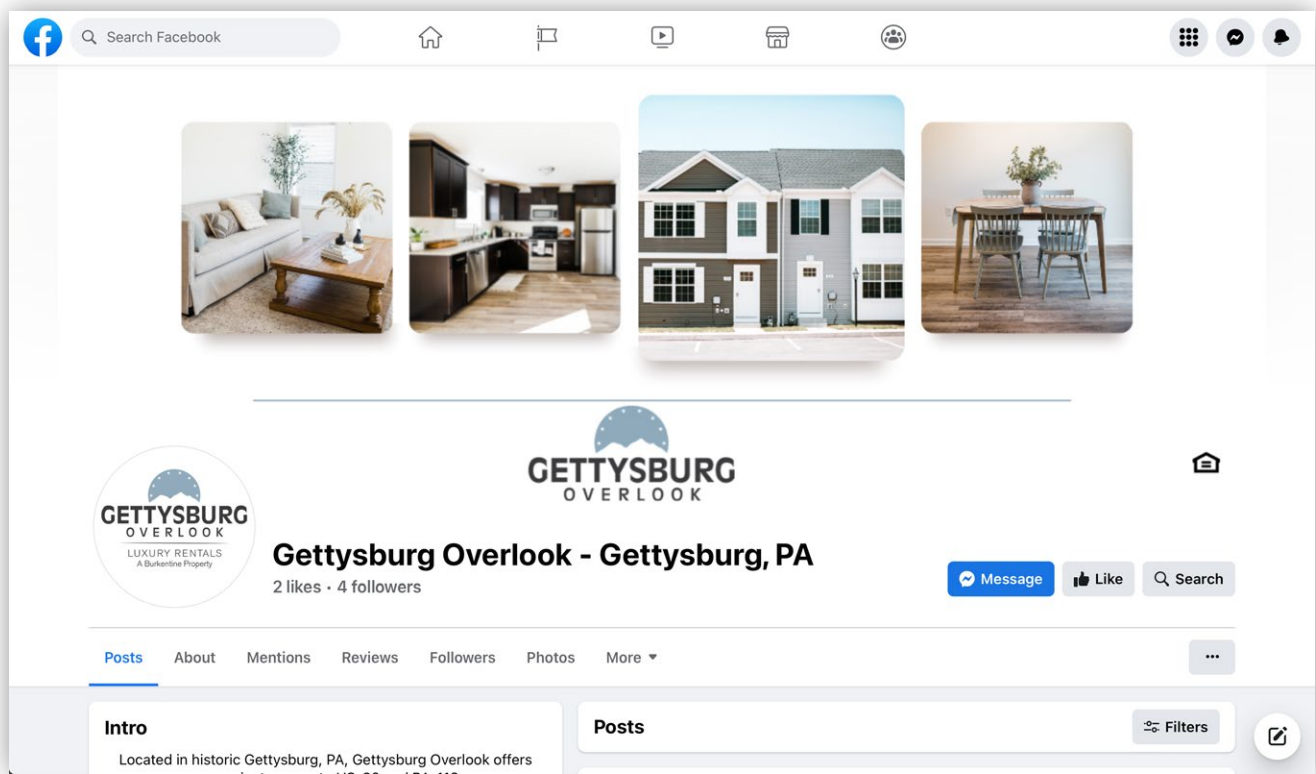
Burkentine Properties Social Channels



► [Facebook](#)
► [Instagram](#)



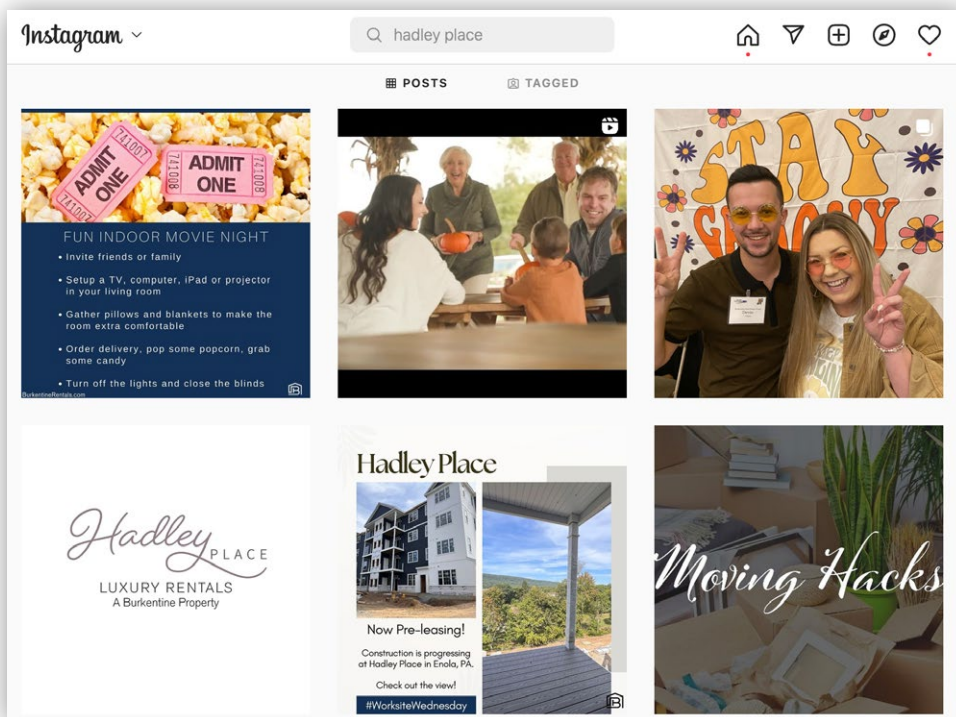
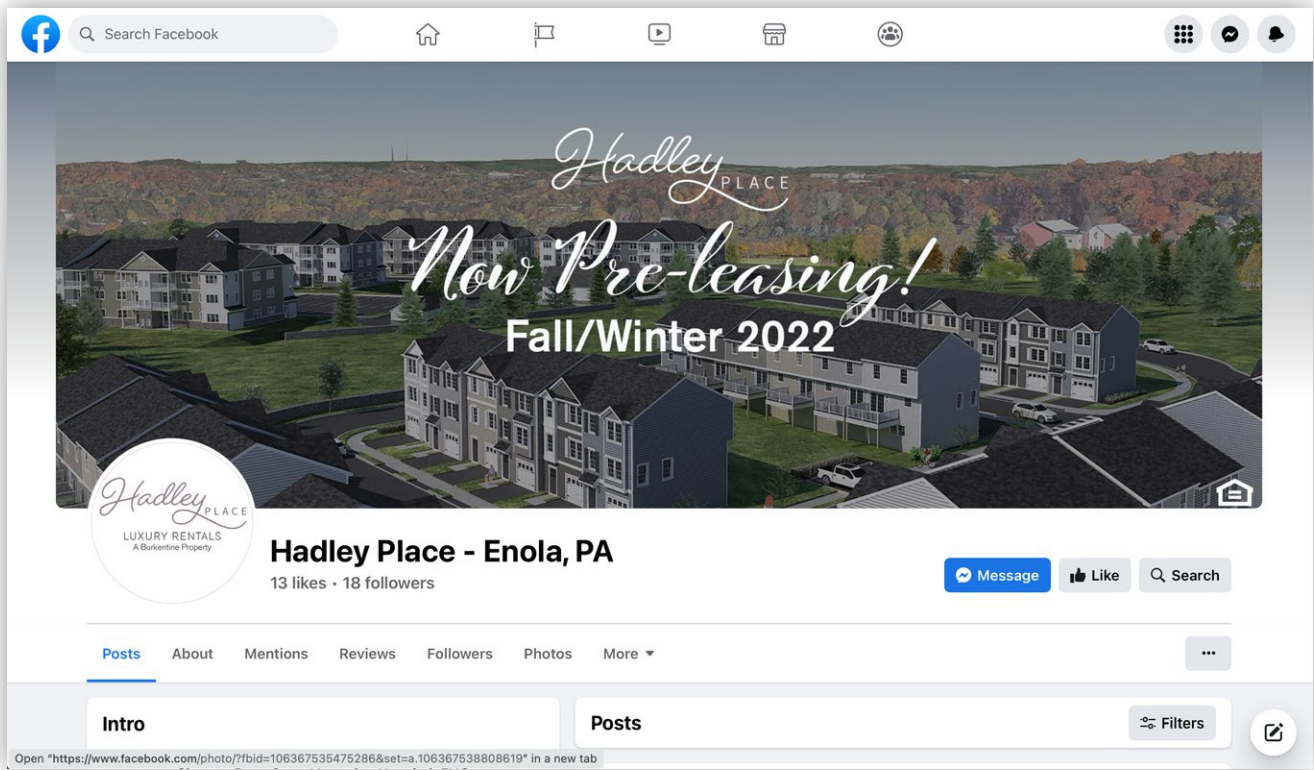
@RentGettysburgOverlook



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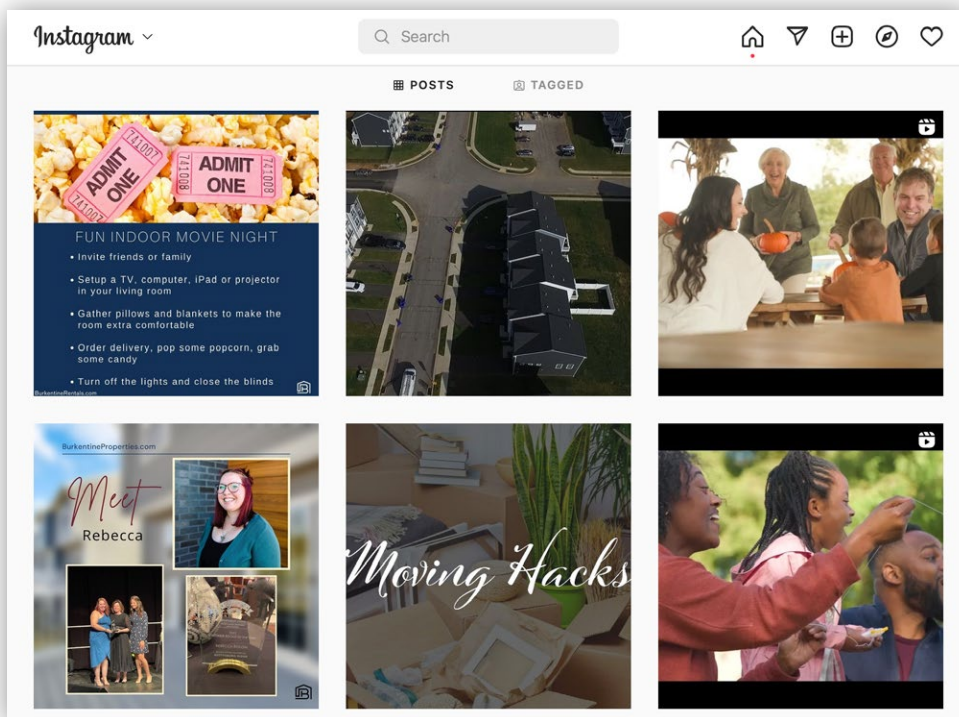
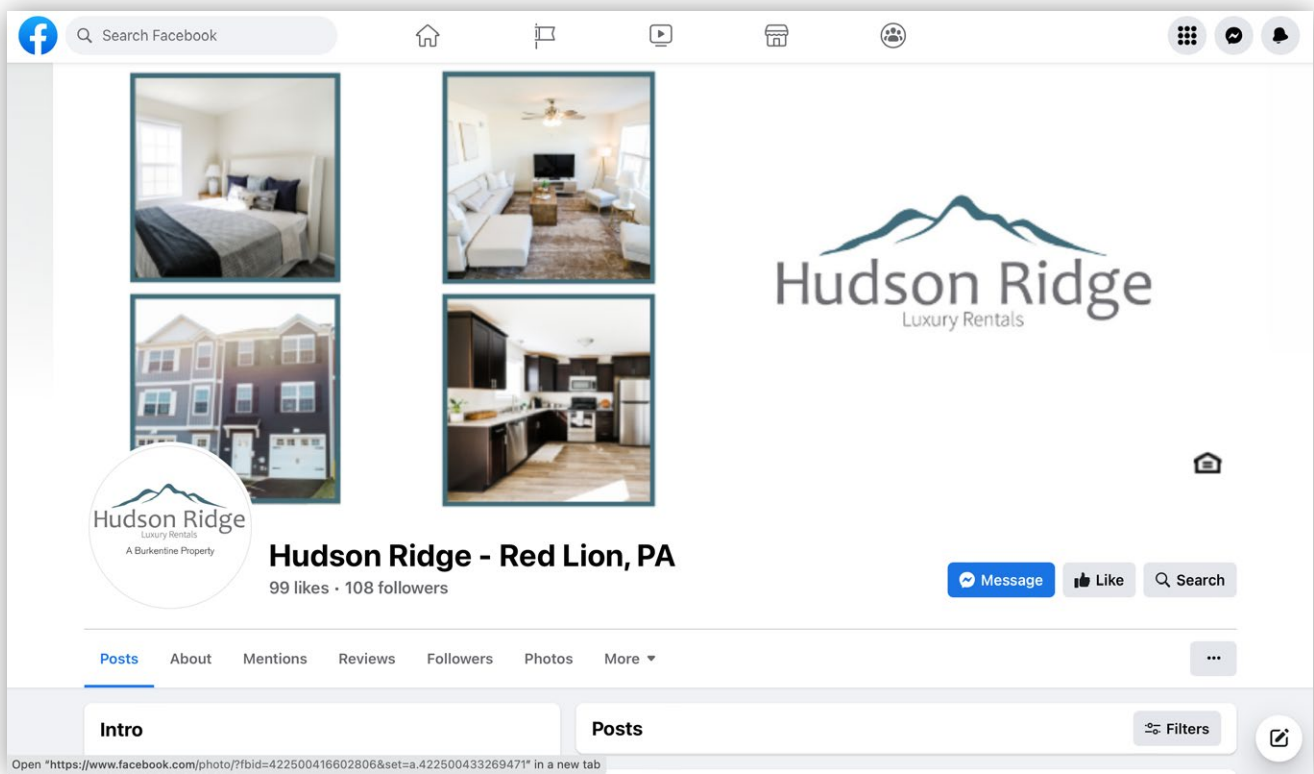
@RentHadleyPlace



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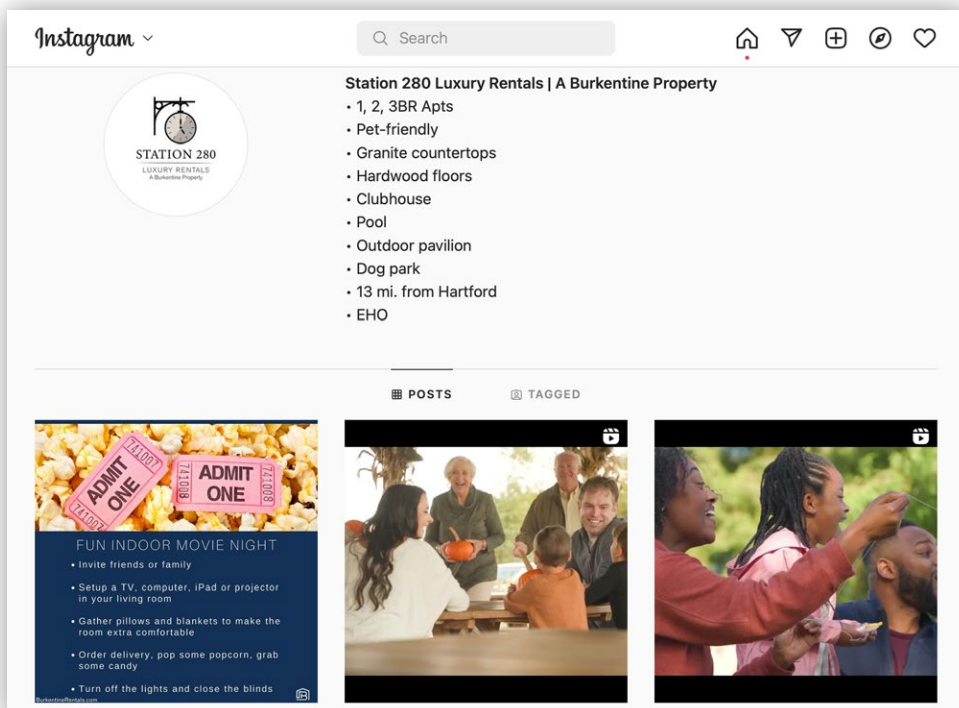
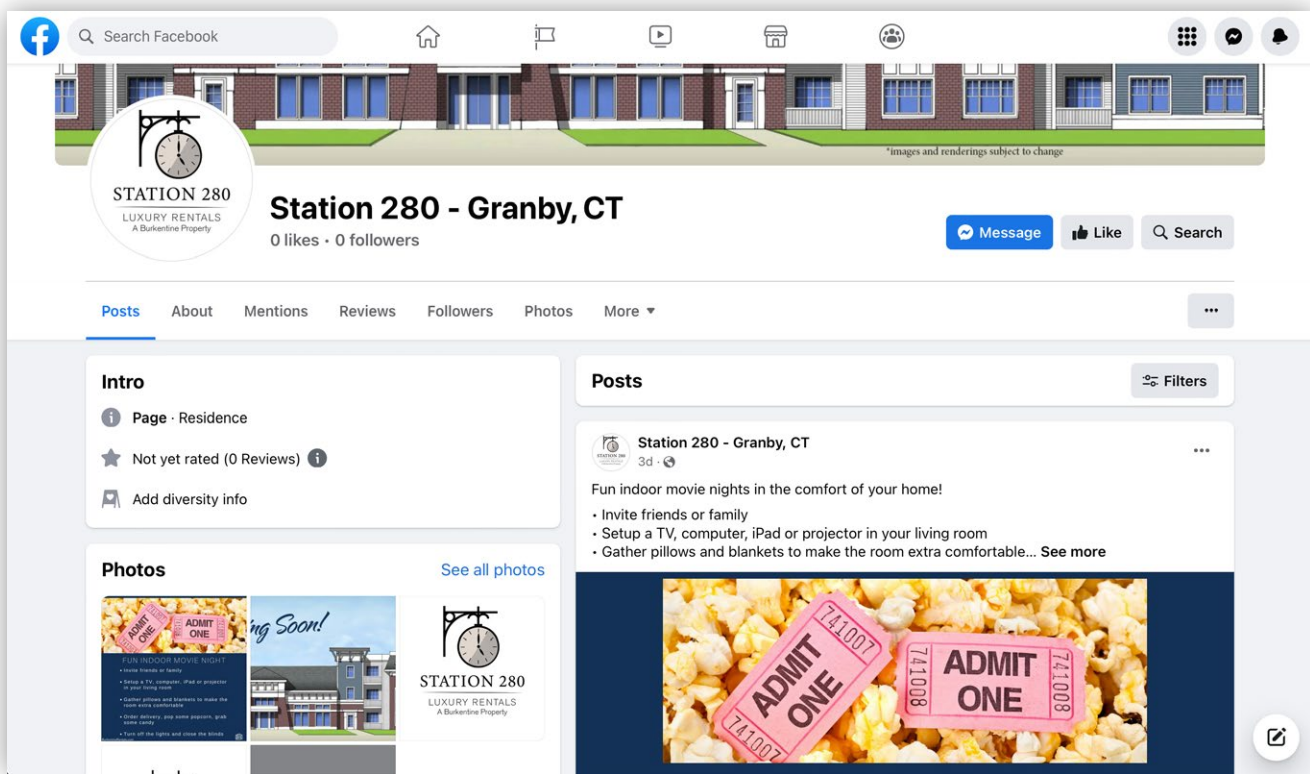
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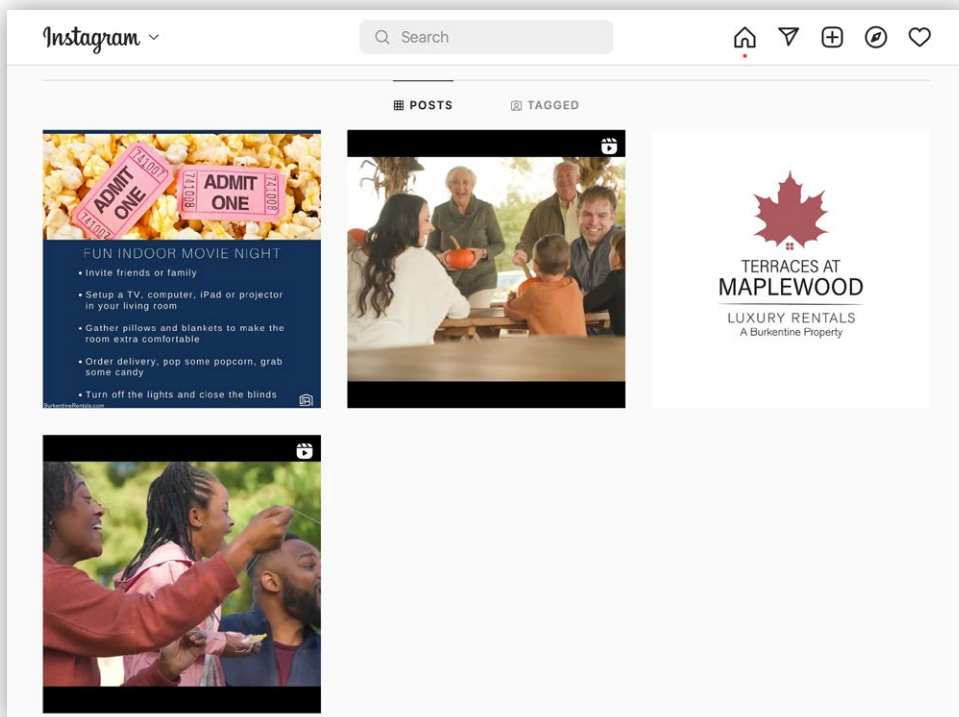
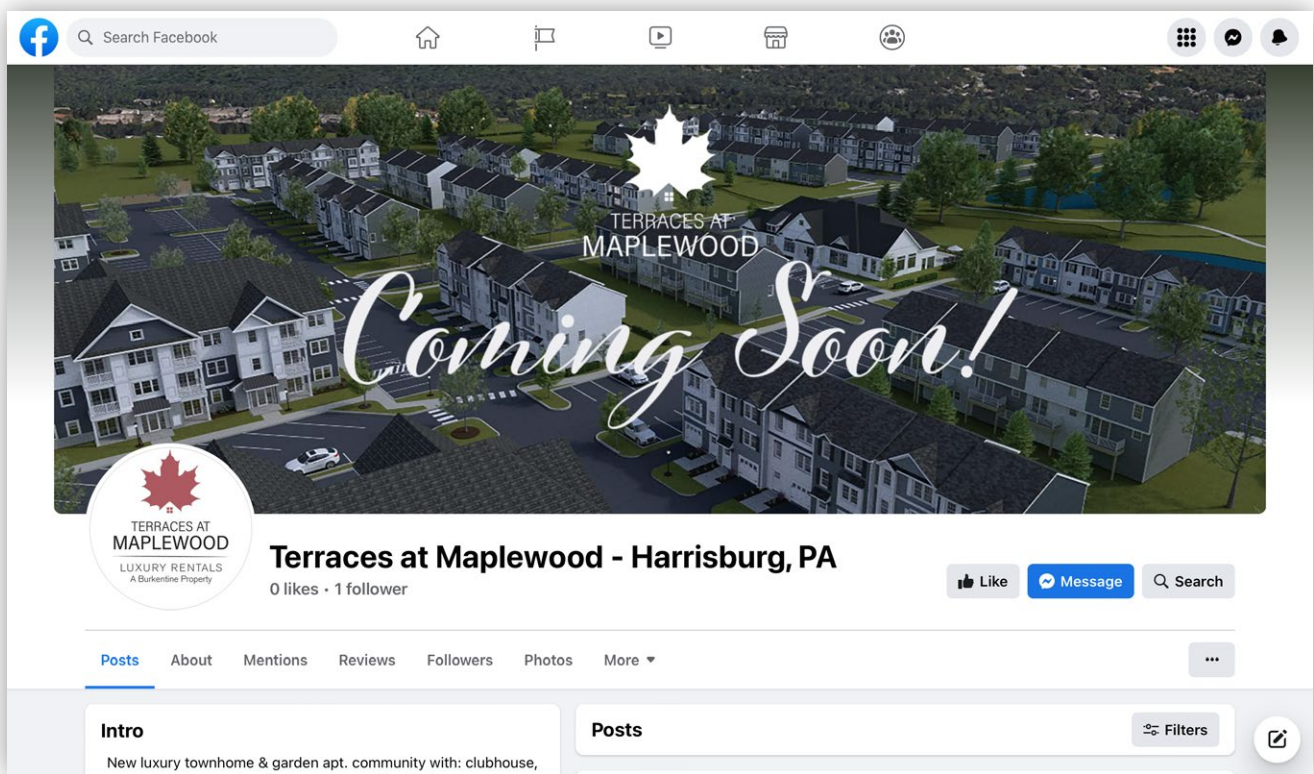
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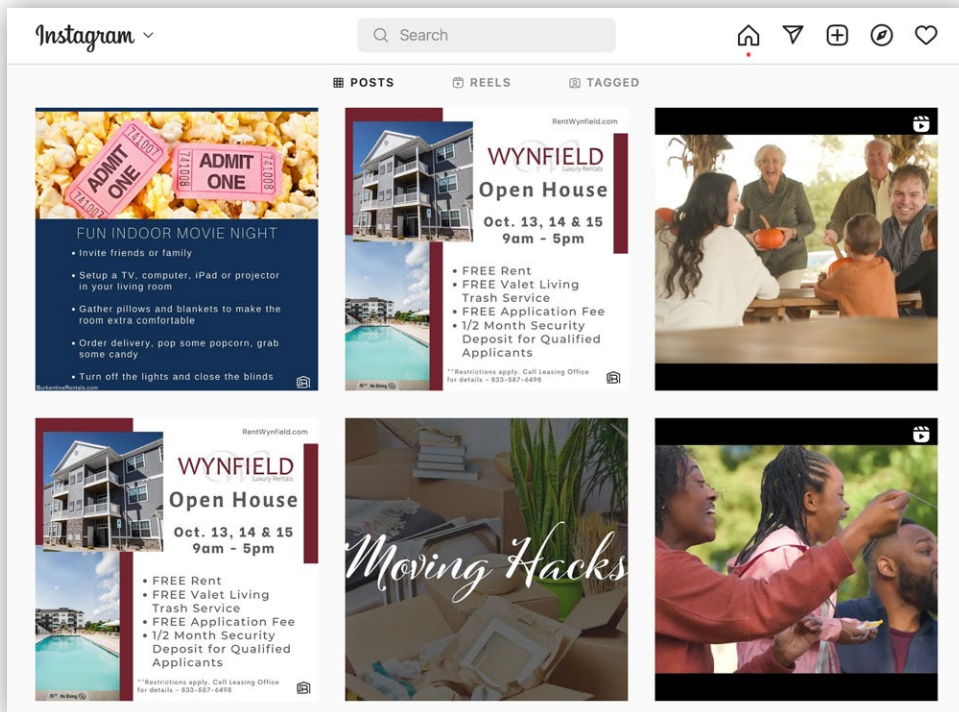
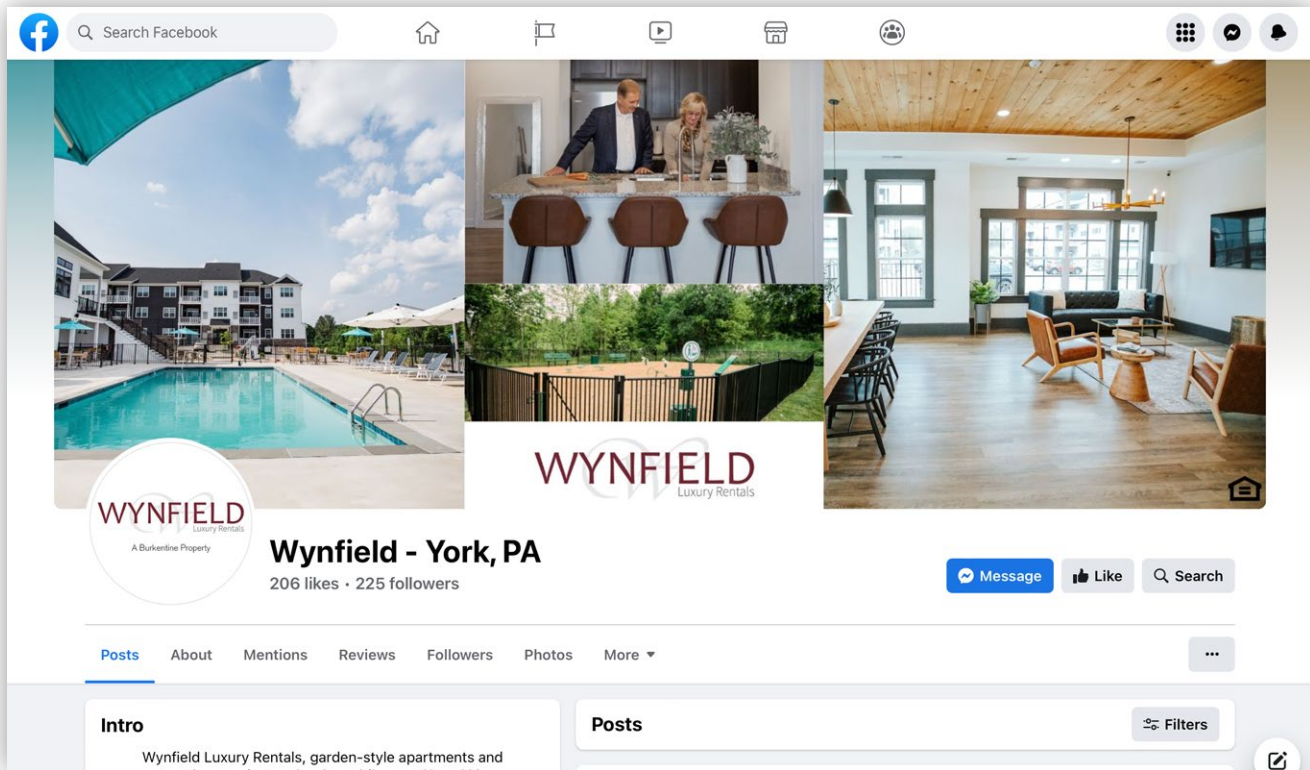


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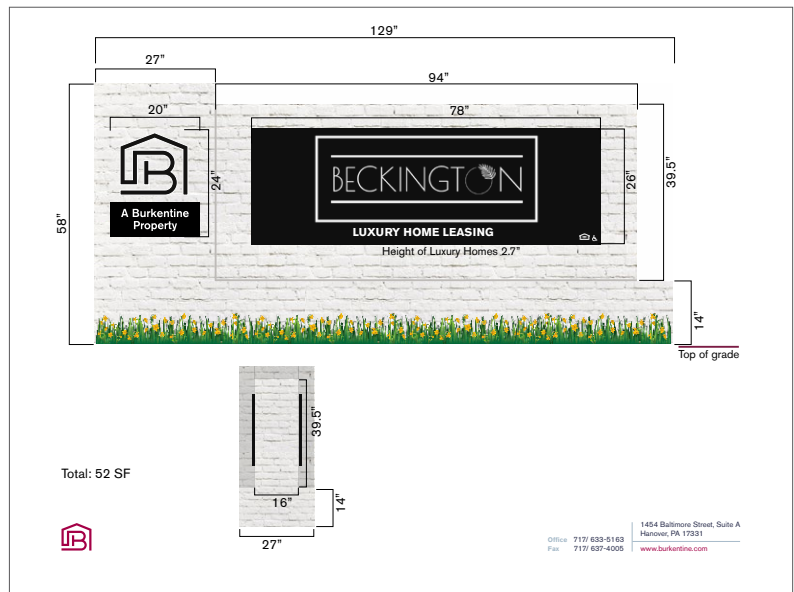
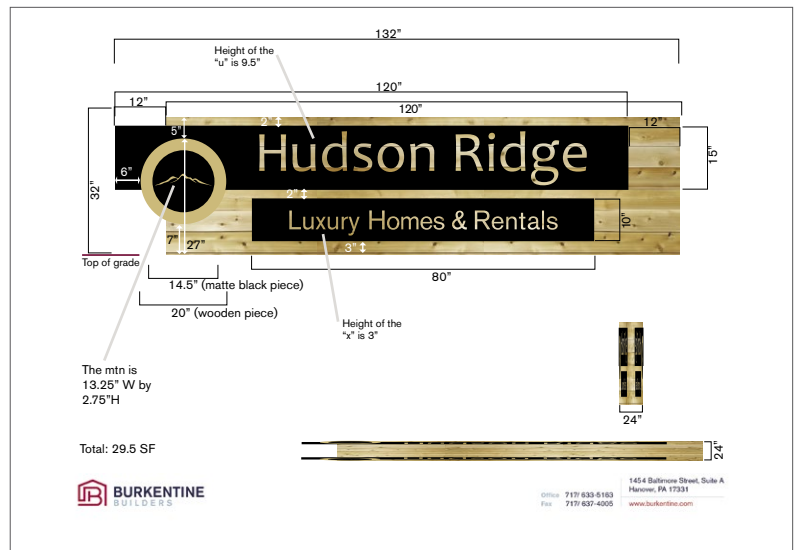
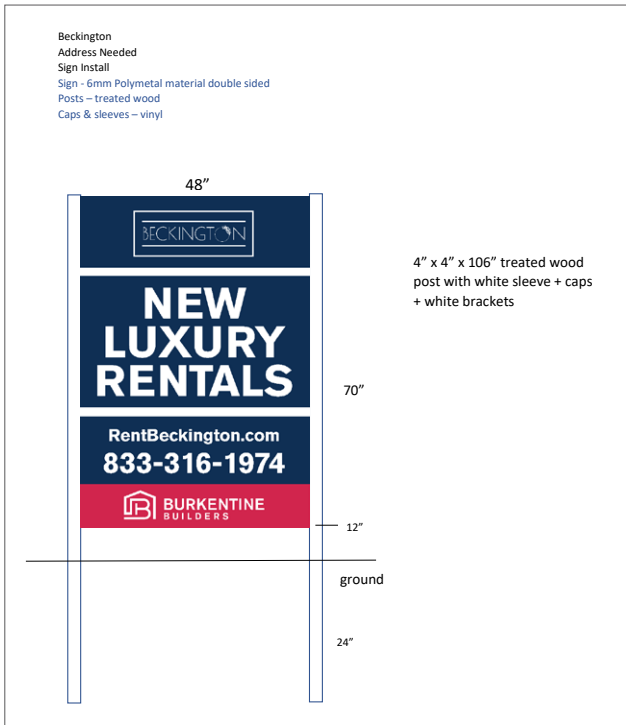






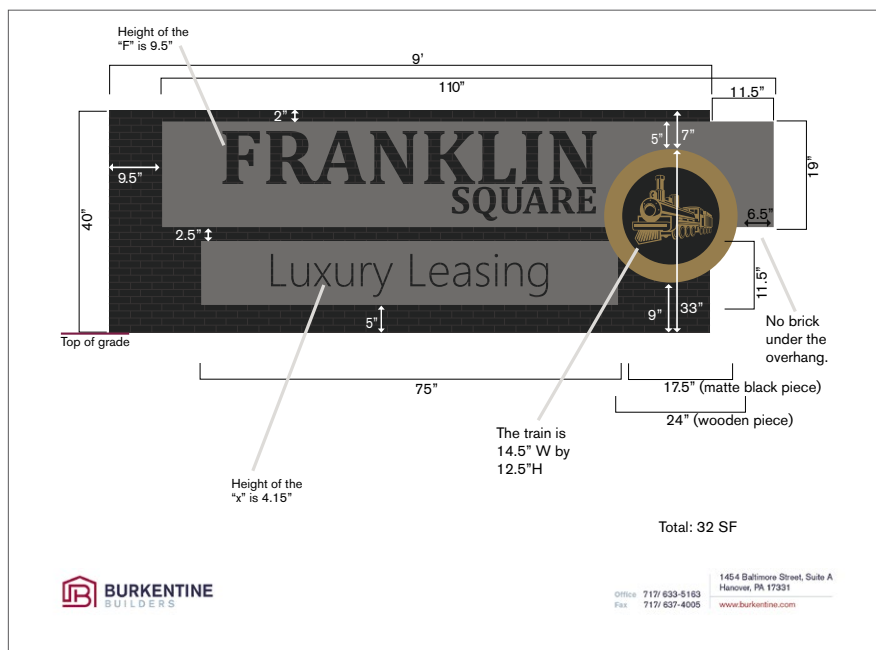
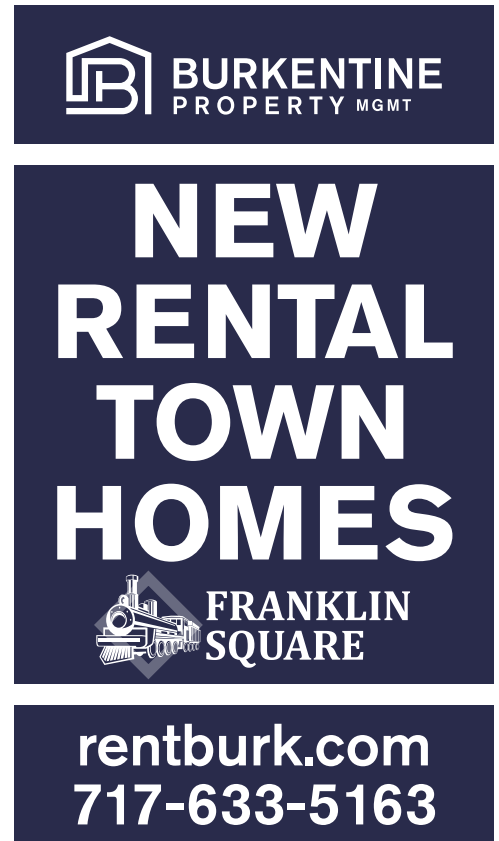
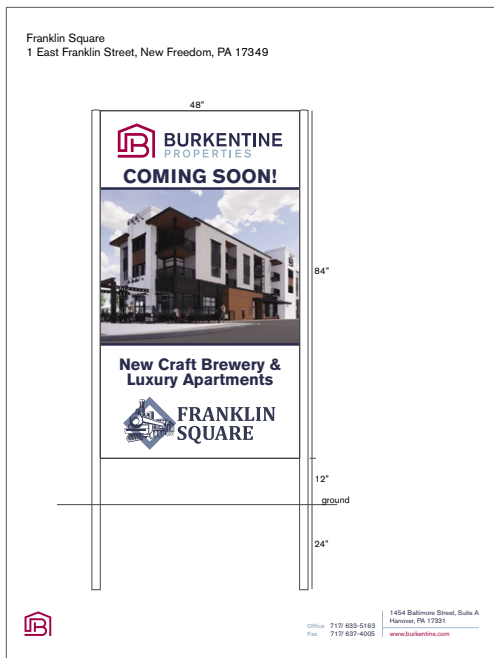
PROMOTING LUXURY RENTAL COMMUNITIES TO CONSUMERS

Luxury Rental Property Signage



► Traditional Billboard

Rent/Leasing Signage



For Sale Luxury Homes Signage



Steeple Chase
Ross + Hobart Road, Hanover, PA 17331
Hobart Road install double sided sign. See map.

Pick up sign at DGI
1053 Carlisle St, Ste B
Hanover, PA

Installed by Burkentine



8" x 8" x 96" treated wood
post with white sleeve + caps
+ white brackets



**NEW
HOMES**
CP Oxford Pointe

**burkentine.com
717-698-2614**



Office 717/ 633-5163
Fax 717/ 637-4005

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www.burkentine.com

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Future Resident & Directional Signage



Yard Sign & A-Frame Signage



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(4.581%APR)
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MORE INFORMATION



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**SPECIAL
EVENT**



Construction Fence Banner



LUXURY RENTALS
Station 280

RentStation280.com
877-559-3812

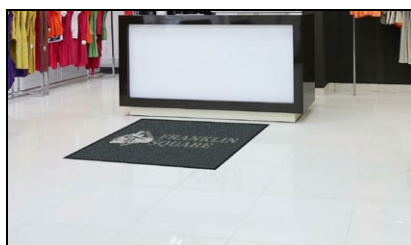
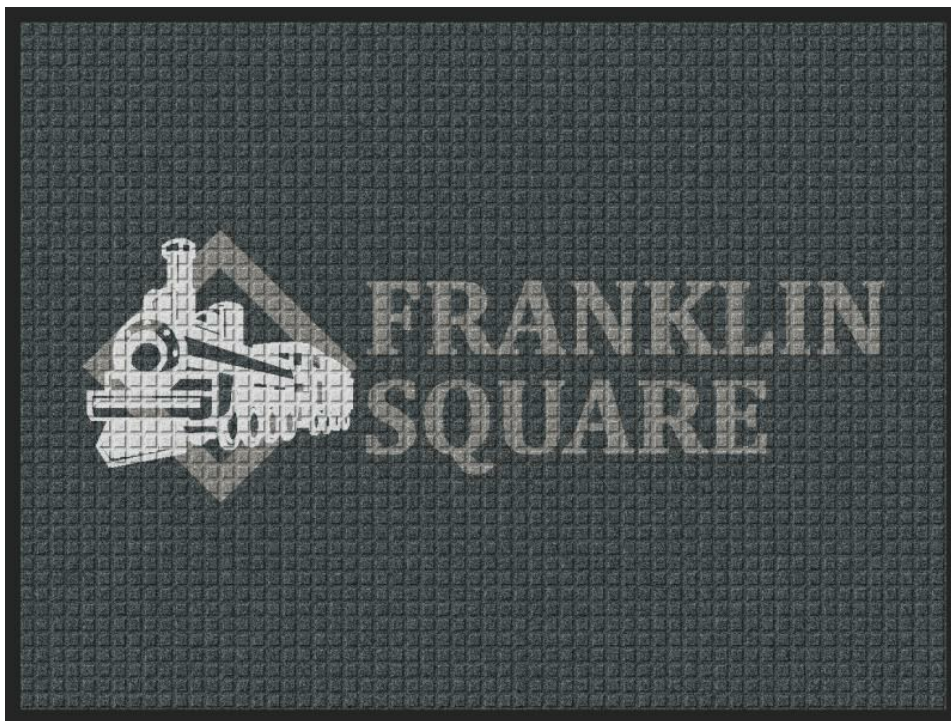
Follow us @RentStation280

Developed by:
BURKENTINE
BUILDERS

Feather Flags & Door Sleeves



Carpets



BE ADVISED: IN ORDER TO MEET OUR MINIMUM REQUIREMENTS TO ENSURE PRINT QUALITY AND LEGIBILITY SOME DETAILS MAY HAVE BEEN LOST. WE APOLOGIZE FOR ANY INCONVENIENCE.

PO# 149854

Waterhog Impressions HD

Design Name: Franklin Square

Design: 3458346

Size/Style: 3' x 4', B - Horizontal

Date: 28-Mar-2022

Note: Colors or computer generated artwork do not accurately match actual mat colors. Please refer to actual color samples.

Please check for spelling and typographical errors as text is generally re-set on our design.

It is the responsibility of the orderer to get authorization to use copyrighted or trademarked designs. Any licensing fees are the responsibility of the orderer.

Authorized Customer Signature: _____ Date: _____

Events – Franklin Square



FRANKLIN
SQUARE

LUXURY RENTALS



take a tour!

*Franklin Square Luxury Rentals are right down the street!
Our property management staff is on-site today to give you a tour.*



OPEN HOUSE
September 17 from 9am - 6pm
3-Bedroom Apartment
3202 Lincoln Way, New Freedom, PA

Our townhomes have 4 bedrooms and 2.5 bathrooms, apartments with 1-3 bedrooms; with dens on some units and commercial space coming soon!

Rental features include:

- Stainless steel appliances
- Granite counter tops
- Patio/balcony
- Washer and dryer hookup in units
- Pet-friendly (*see pet policy for details)
- Close proximity to I-83 for PA and MD commuters
- Close to restaurants, retail, Heritage Rail Trail and more!

Scan to view floorplans and pricing



BURKENTINE
PROPERTIES

RentFranklinSquare.com • 833/ 892-9441 • rentals@burkentine.com

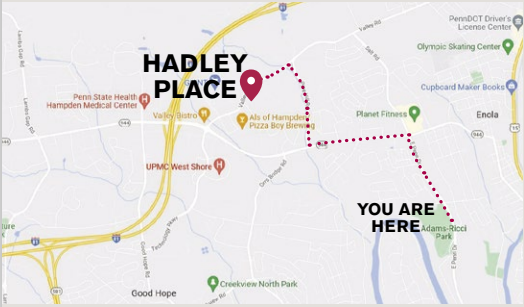
Follow @RentFranklinSquare



Events – Hadley Place

**ENOLA, PA**

LUXURY RENTALS



NOW PRE-LEASING!

AMENITIES

- Clubhouse with fitness center
- EV charging stations
- Pool and recreation center
- Washer/dryer
- Stainless steel appliances
- Granite countertops
- Patio/balcony
- Hardwood floors
- Valet Trash Services
- Pet-friendly* (*see pet policy*)
- Close to major highways

CONTACT US

Apartments and townhomes will be ready to rent end of 2022/beginning of 2023.

Scan the QR code to pre-lease today!



**BURKENTINE**
PROPERTIES

RentHadleyPlace.com ▪ Valley Road, Enola, PA 17025 ▪ 877/ 376-1859
rentals@burkentine.com ▪ Follow @RentHadleyPlace   

Events – Terraces at Maplewood

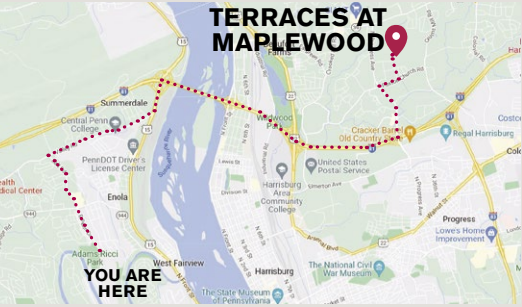


TERRACES AT
MAPLEWOOD

HARRISBURG, PA

LUXURY RENTALS





NOW PRE-LEASING!

AMENITIES

- Clubhouse with fitness center
- EV charging stations
- Pool and walking trail
- Amazon drop box
- Washer/dryer
- Stainless steel appliances
- Granite countertops
- Patio/balcony
- Hardwood floors
- Pet-friendly* (*see pet policy*)
- Close to major highways

CONTACT US

Looking for a new apartment or townhome? Sign up for our VIP list to be the first to know when units will be available.

Scan the QR code to sign up!





BURKENTINE
PROPERTIES

RentMapleTowns.com • Elmwood Drive, Harrisburg, PA 17110 • 877/ 376-2059

rentals@burkentine.com • Follow @RentTerracesAtMaplewood   

Plot Plans – Terraces at Maplewood

TERRACES AT
MAPLEWOOD



GPS LOCATION
Elmwood Drive, Harrisburg, PA 17110

Office 717/ 633-5163
Fax 717/ 637-4005

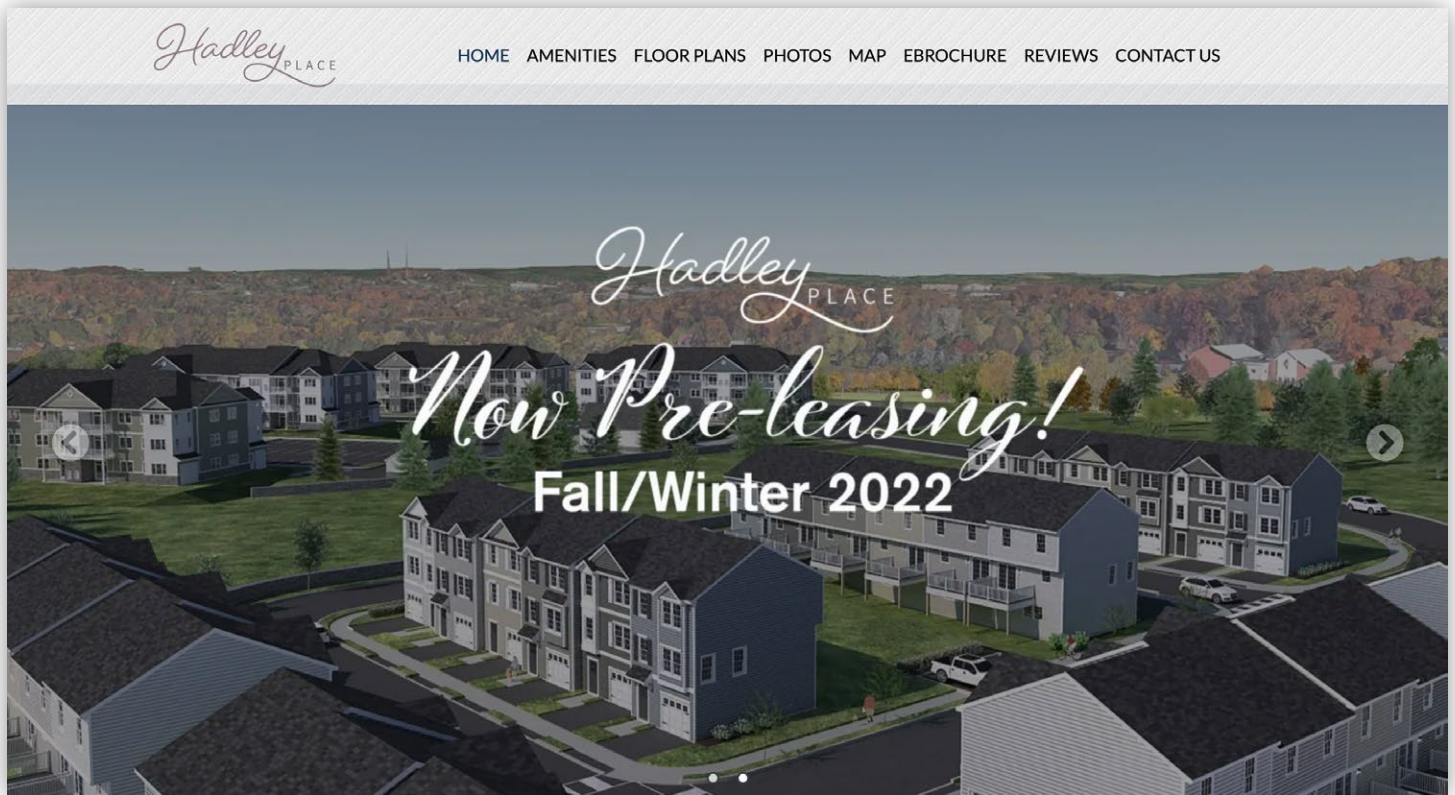
1454 Baltimore Street, Suite A
Hanover, PA 17331

www.RentMapleTowns.com

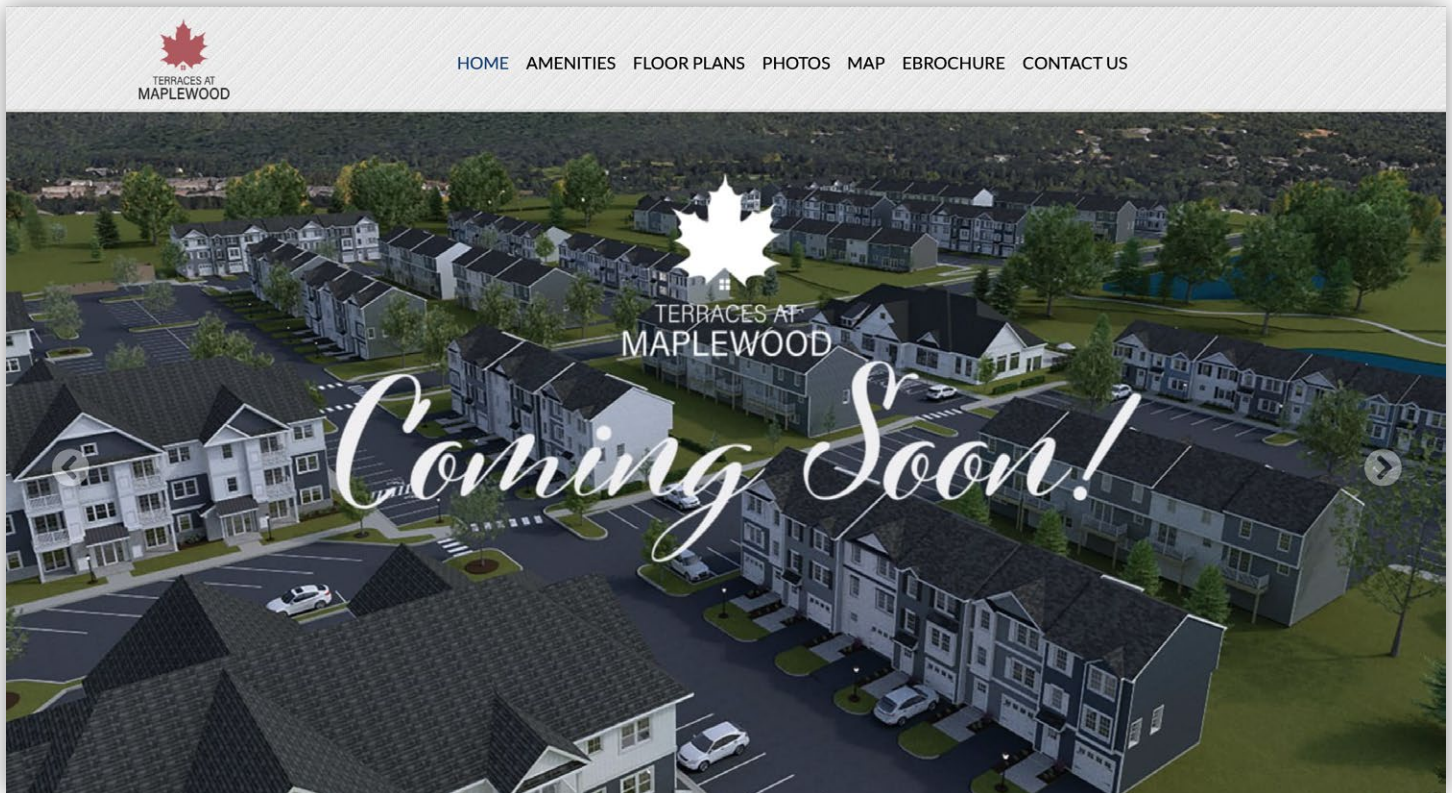
Artist Renderings – Terraces at Maplewood



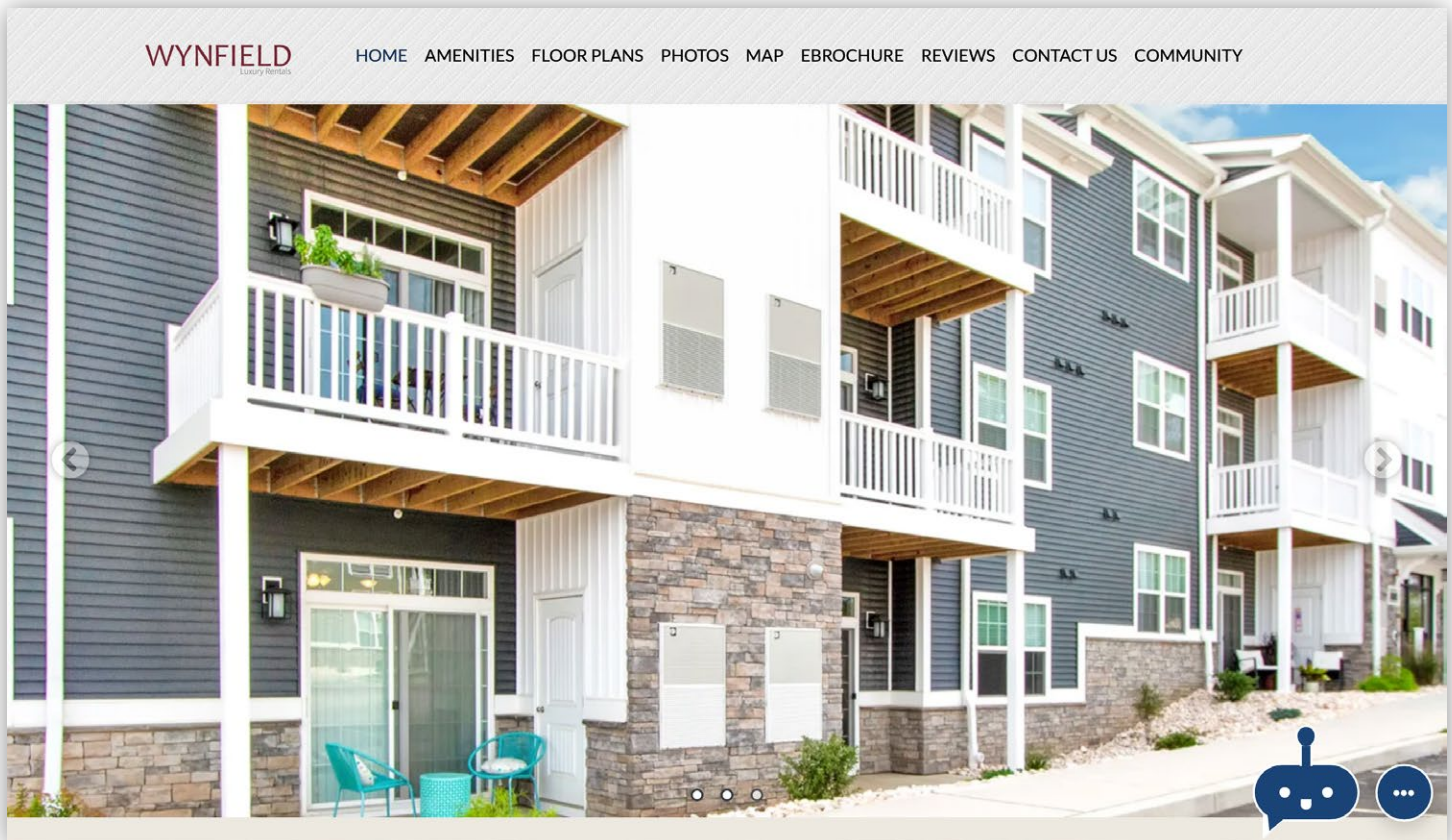
Hadley Place Website



Terraces at Maplewood Website



Wynfield Website



Wynfield Brochure



Community Amenities

- ❖ Clubhouse
- ❖ Saltwater Pool
- ❖ Off Street Parking
- ❖ 24/7 Maintenance
- ❖ Garages
- ❖ Valet Trash
- ❖ Electric Vehicle Charging Station
- ❖ Fitness Center
- ❖ Free Weights
- ❖ Bike Racks
- ❖ On-Site Management

- ❖ Yoga Studio
- ❖ Dog Park
- ❖ Complimentary Starbucks Coffee

Apartment Amenities

- ❖ Window Coverings
- ❖ Patio/Balcony
- ❖ Microwave
- ❖ Granite Countertops
- ❖ Hardwood Floors
- ❖ High Ceilings
- ❖ Ice Makers
- ❖ Dishwasher
- ❖ Ceiling Fan
- ❖ Cable Ready
- ❖ Air Conditioner
- ❖ Walk-in Closets
- ❖ Refrigerator
- ❖ Washer/Dryer



@RentWynfield ❖ 844/ 488-6648 ❖ RentWynfield.com

Wynfield Rack Cards

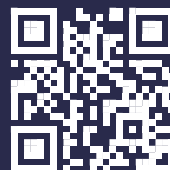
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Luxury Apartments

THE SITE



2549 South George Street
York, PA 17403
Office: 717-698-4126
www.wynfieldapartments.com



EVENTS

Tradeshow Booth with Endcaps


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REAL ESTATE GROUP


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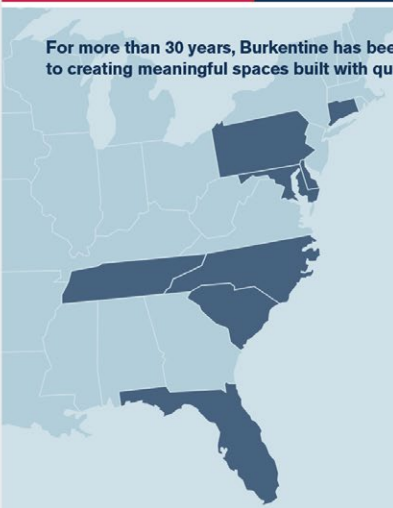
 **BURKENTINE BUILDERS**

 **BURKENTINE PROPERTY MGMT**

 **BURKENTINE INVESTMENTS**

 **BURKENTINE LAND DEVELOPMENT**

For more than 30 years, Burkentine has been a family-owned business committed to creating meaningful spaces built with quality and craftsmanship unsurpassed in the industry.

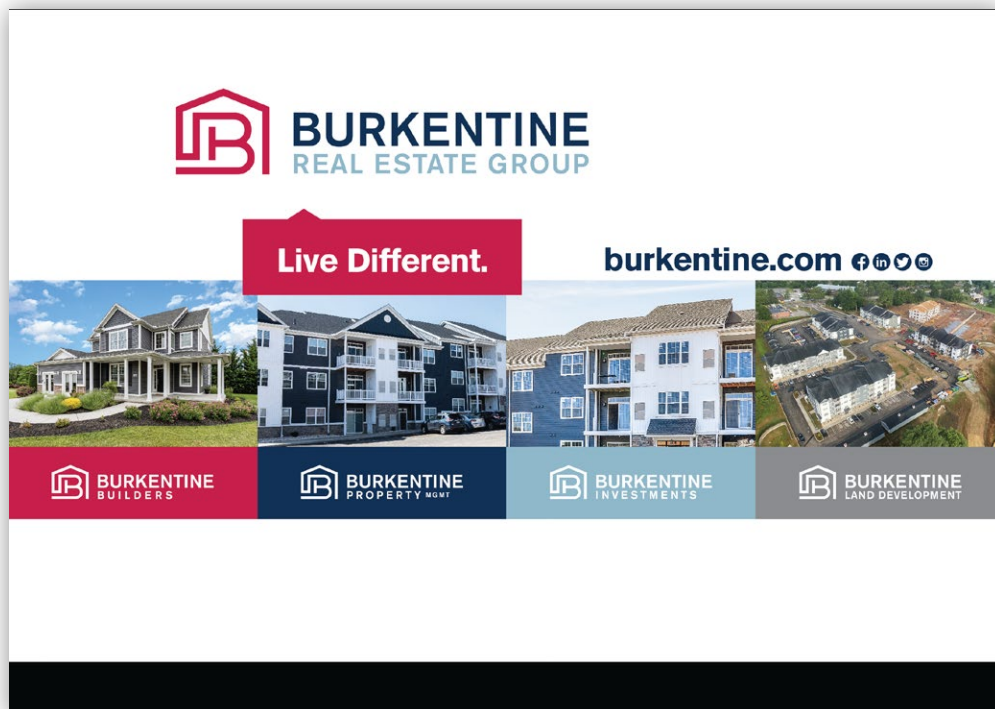


APARTMENTS
COMMERCIAL PROPERTIES
DUPLEXES/VILLAS
SINGLE-FAMILY DETACHED
TOWNHOMES

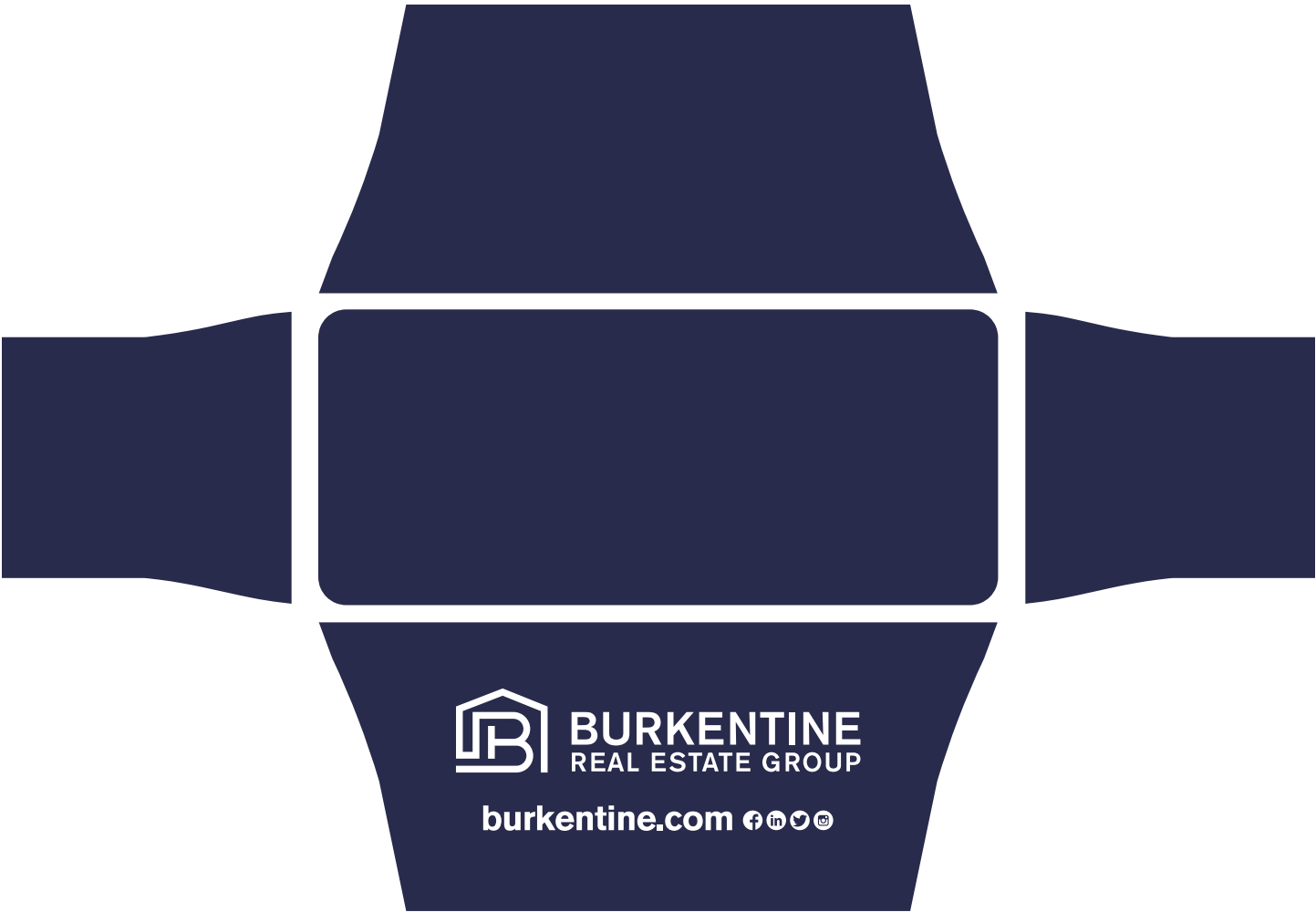
4,700
residential units
TODAY

10,000+
residential units
IN DEVELOPMENT

Outdoor Booth with Canopy



Tablecloth



SALES PROJECTS/CONSUMER MARKETING

Steeple Chase Open House

Burkentine.com

open HOUSE



3.875% (4.581% APR)*
SPEC-TACULAR EVENT SPECIAL FINANCING



come see our model!

open house

- The Salem floorplan
- Over 2 acres of land
- No HOA
- Beautiful views
- **Light refreshments and gift basket giveaway!**

**OCTOBER 15
10-2 PM**

**Steeple Chase
Lot 13
360 Steeple View Drive
Hanover, PA 17331**

contact

RSVP by October 12 at
[Burkentine.com/rsvp](https://www.burkentine.com/rsvp)

**Disclaimer on website*



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OPEN HOUSE

Family and Friends Welcome to Visit the Home

Come experience everything that Residence at the Bridges has to offer!

9.24.22 | 10-2 PM

**RESIDENCE AT THE BRIDGES
LOT 13 (100 LOBELL ROAD), ABBOTTSTOWN, PA**

LIGHT FARE • GIVEAWAYS

Please join us for an open house Saturday, September 24, 2022, from 10-2 pm. Bring along a friend or family member to purchase a home at Residence at the Bridges! Open house will be held rain or shine.

**RSVP TO TIMOTHY@BURKENTINE.COM • 717/ 521-8315 OR
KIETIE@BURKENTINE.COM • 717/ 634-7367**



Burkentine.com

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Brookside Open House

Burkentine.com

SAVE \$10,000!



**Photo of a similar model*

~~\$256,500~~ NOW \$246,500!

**Brookside Heights
Lot 41C, 63 Coop Lane, Hanover, PA 17331**

Burkentine is now offering \$10,000 off of the townhome at 63 Coop Lane in Brookside Heights! New contracts must be written by October 31, 2022, and the home must close by November 30, 2022 to receive the sales price PLUS the special financing.

3.875% (4.581% APR)*
SPEC-TACULAR EVENT SPECIAL FINANCING



Follow @BurkentineRealEstateGroup



kieltie@burkentine.com
717/ 634-7367

*3.875% (4.581% APR) promotional financing offer applies to select immediate move in homes with new contracts written on or after September 1, 2022 and close by November 30, 2022. Available only for closed purchase agreements with financing through PeoplesBank. Value of incentives may not be combined with other offers. Interest rate is as of 9/1/2022. An interest rate of 3.875% (4.581% APR) for a 30-year amortized, 7/1 ARM, 740 FICO, owner occupied, conventional mortgage, with a 10% down payment, 1% discount point paid by the seller. Rates may change or not be available or funds may be exhausted. Buyer is subject to qualification for specific loan terms, occupancy, down payment, credit and underwriting requirements, and/or investor program guidelines. Estimated loan amount of \$315000 and sales price of \$350000. See Sales Consultant for full details on available immediate move in homes in your area. Maximum closing cost assistance may vary based on the purchase price, product and occupancy. Not all borrowers will qualify for said rate. Rate is not applicable for all credit profiles. Restrictions apply. Maximum contribution limits will apply. Subject to final negotiation of contract terms and is subject to all RESPA guidelines. Burkentine Builder, LLC is not a lender. (www.nmlsconsumeraccess.org). See a Sales Consultant for full details. Equal Housing Opportunity. *Promotional rate available on specific homes.



Christmas in July



Christmas in July!



Celebrate Christmas in July with Burkentine Builders

Put a bow on your brand new townhome and save thousands with incentives only Santa can deliver. Hurry in and save big!



HUDSON RIDGE

Extended rate lock PLUS receive up to 4% towards closing**
PLUS an appliance package.

CONTACT BREEANNA@BURKENTINE.COM OR 717/ 965-7956



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Burkentine.com



*All incentives are applicable with the use of our preferred lender and for new contracts between July 1 through July 31, 2022. Offer excludes all prior contracts. Some restrictions apply. Please contact Sales Consultant for details.

**1% Rate lock and 4% closing credits are limited to the maximum seller contribution limits. Restrictions on credit limit may apply. The appliance package is valued at \$5,000. Extended rate lock is a value not to exceed 1%.



Direct Mailer



OPEN HOUSE

JUNE 11 FROM 12-2PM

199 MEADOW LANE, ABBOTTSTOWN, PA

Join us for an open house! Featuring The Springfield floorplan, this single-family home is situated on nearly half an acre and ready for occupancy this summer!

- 1900 sq ft
- 4 beds
- 2 full baths
- 1 half bath
- 0.46 acres
- Luxury vinyl flooring
- 9 ft ceilings
- Staggered kitchen cabinets
- Two-car garage

Light refreshments will be served.

BURKENTINE BUILDERS
Burkentine.com

Direct Mailer

*Move-In Ready
Homes Available!*

**SPEC-TACULAR
EVENT**

3.875%(4.581% APR)*

SPECIAL FINANCING

Kieltie Conaboy
717/ 634-7367 or 717/ 698-2614
Sales@Burkentine.com

 **BURKENTINE
BUILDERS**



Find us behind the York Street Treat!

Sales Model at 202 South Center Street
Hanover, PA 17331

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Realtor**Mixer**



11.10.22 | 2-6 PM

1454 BALTIMORE STREET, SUITE A, HANOVER, PA 17331

*Event will be in the basement of Burkentine headquarters.
Overflow parking will be in the shopping center area behind the office.*

LIGHT FARE ▪ GIVEAWAYS ▪ PING PONG ▪ TRIVIA

Please join us for a realtor mixer November 10 from 2-6 pm. There will be a ping pong competition as well as trivia for a chance to win great prizes! Light refreshments will be served.

RSVP: katie@ysctitle.com



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Burkentine.com



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JagerHomeloans.com

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NMLS: 1170899



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Parade of Homes

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SEPTEMBER 10 & 11

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RSVP Forms on Website



717-698-2614

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HOME PLANS

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Join us!

Stay tuned for our next event.

RSVP

Name *

First

Last

Email *

Email Address *

Phone: *

Telephone

RSVP

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Last Name *

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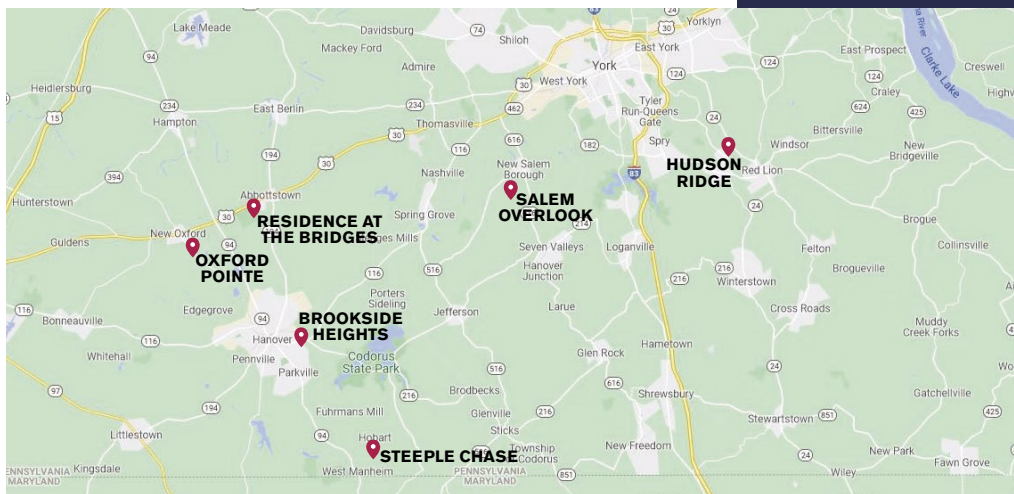


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New Home Community Sales Flyer for Events

NEW HOMES



Burkentine.com ▪ 717/ 698-2614 ▪ sales@burkentine.com

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BURKENTINE
BUILDERS



Lead Form Fills



Thank you for visiting! Please fill out the form below.

First Name _____ Last Name _____ Date _____

Address _____

City _____ State _____ Zip _____

Email _____

Phone _____

Home style preference

- ☐ Single-Family 1-Story ☐ Townhome ☐ Duplex ☐ Patio Home
☐ Single-Family 1-Story ☐ Split/Bi/Tri-Level ☐ Other _____

Number of bedrooms _____ Number in household _____

Financing

- ☐ First Time Buyer ☐ Construction Loan
☐ FHA/VA ☐ Applied for Loan

Price range (Including lot)

- ☐ \$150,000-175,000 ☐ \$175,000-200,000 ☐ \$200,000-225,000
☐ \$225,000-250,000 ☐ \$250,000-300,000 ☐ \$300,000-350,000
☐ \$350,000-400,000 ☐ \$400,000-500,000 ☐ \$500,000 or more

What is your timeframe for moving

- ☐ ASAP-3 Months ☐ 3-6 Months ☐ 6 Months-1 Year ☐ Over 1 Year

Do you currently ☐ Rent ☐ Own ☐ Other _____

Do you need a rental ☐ Yes ☐ No

How did you learn about us _____

Is this your ☐ First Visit ☐ Return Visit

Did another realtor refer you ☐ Yes ☐ No

If yes, what is realtor's name & company _____

Have you signed an agreement with another realtor ☐ Yes ☐ No

If yes, what is realtor's name & company _____

NOTE: Your realtor will not be honored a commission if this information is not included on your initial visit.

Burkentine.com • 717/ 633-5163

Open House Listings on Website



717-698-2614

Open Houses

OPEN HOUSES

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We're Always Open!

Schedule your personalized tour with us by calling 717-698-2614 or tour our open houses digitally below.

OPEN HOUSE

= Open House

MODEL HOME

= Model Home



OPEN HOUSE



OPEN HOUSE



MODEL HOME

The Springfield - Weldon

ADDRESS 768 Weldon Drive, York, PA 17408

PRICE From the mid \$350,000s

STATUS Move-in ready

BEDROOMS 4

BATHS Full: 2 Half: 1

STYLE Two Story Single Family

SQ. FEET (APPROX) 1900

PLAN The Springfield

COMMUNITY Offsite

OPEN HOUSE DATE AND TIME Sunday 3-5pm

VIDEO [Click Here](#)

VIRTUAL 3D TOUR [Click Here](#)

DOWNLOAD BROCHURE

GET DIRECTIONS

The Salem - Seven Valleys

ADDRESS Ridgeview Road, Seven Valleys, PA

PRICE From the \$500,000s

STATUS Coming Soon *Similar photos*

BEDROOMS 4

BATHS Full: 2 Half: 1

STYLE 1.5 Story - First Floor Master

SQ. FEET (APPROX) 2500

PLAN The Salem

COMMUNITY Offsite

OPEN HOUSE DATE AND TIME Saturday 11-1pm

VIDEO [Click Here](#)

VIRTUAL 3D TOUR [Click Here](#)

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GET DIRECTIONS

The Ivory I Model Home - Hanover

ADDRESS 202 South Center Street, Hanover, PA 17331

PRICE Not for Sale

STATUS Model Home

BEDROOMS 3

BATHS Full: 2 Half: 1

STYLE Townhome

SQ. FEET (APPROX) 1720

PLAN The Ivory I

COMMUNITY Brookside Heights

OPEN HOUSE DATE AND TIME Wednesday 3-5 pm / Saturday 11-3pm / Sunday from 2-5pm / Monday-Friday Appointment Only

VIDEO [Click Here](#)

VIRTUAL 3D TOUR [Click Here](#)

DOWNLOAD BROCHURE

GET DIRECTIONS



MODEL HOME



MODEL HOME

The Amberly II Model Home

ADDRESS 1640 Simpson Drive, Hanover, PA 17331

PRICE Not for Sale

STATUS Model Home

BEDROOMS 4

BATHS Full: 2 Half: 1

STYLE Two Story Single Family

SQ. FEET (APPROX) 2400

PLAN The Amberly II

COMMUNITY Offsite

OPEN HOUSE DATE AND TIME Saturday and Sunday 11-3pm

VIDEO [Click Here](#)

VIRTUAL 3D TOUR [Click Here](#)

DOWNLOAD BROCHURE

GET DIRECTIONS

The Ivory I Model Home - Red Lion

ADDRESS 2 Hudson Boulevard, Red Lion, PA 17358

PRICE Not for Sale

STATUS Model Home

BEDROOMS 3

BATHS Full: 2 Half: 1

STYLE Townhome

SQ. FEET (APPROX) 1720

PLAN The Ivory I

COMMUNITY Hudson Ridge

OPEN HOUSE DATE AND TIME Thursday 3-5pm / Saturday 11-3pm / Sunday 2-5pm / Tuesday-Wednesday Appointment Only

VIDEO [Click Here](#)

VIRTUAL 3D TOUR [Click Here](#)

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Find the Best Single-Family Homes & Townhomes for Sale in York County, PA

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COMMUNITY MAP

HOME PLANS

TESTIMONIALS

GALLERY

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When you are looking for a new place to call home, you want to find a home that is the right size, at the right location, and for the right price. After all, you deserve a safe and comfortable home to raise your family and fulfill your dreams.

Burkentine Builders offers numerous brand-new single-family homes and luxury townhomes for sale in York County, PA, and the surrounding areas. Our new construction townhouse communities are safe and quiet areas with growing families waiting for neighbors like you. These homes for sale provide today's most desirable features, like walk-in closets, two-car garages, [fireplaces](#), and so much more. Plus, you get to enjoy them right away because the home is already built--no need to wait!

We've built houses for over 30 years and have the expertise and skill to create high-quality new homes in Hanover, PA. So, whether you're looking to purchase a townhome or a single-family home in York County, Burkentine Builders has a place for you! Browse our listing information below, and then contact us to schedule a tour of your potential new home.

CONTACT US

Find the Perfect New Home for You and Your Family

We understand that when you're searching for your forever home, it needs to be able to grow and adapt with you. Whether that means adding another bundle of joy or a four-legged friend or having the space for a home office or gym, you need a home built by expert craftsmen, located in a safe home community, and has all the features you need.

When you buy new real estate, you can rest assured that you have all-new HVAC, plumbing, and electrical systems--saving you time and money in the future from having to do costly repairs or upgrades.

When you browse our [townhouses for sale in York County, PA](#), you'll find many options in various square feet, styles, and home communities. Browse the listings below to learn more about each of our newly-built homes in York County and Hanover, Pennsylvania.

Sort By

Steeple Chase

Offits Homesites

Open House

Model Homes

Brookside Heights

Hudson Ridge

Residence at the Bridges

Salem Overlook



The Springfield - Abbottstown

ADDRESS 100 Lobell Road, Abbottstown, PA 17301

PRICE From the \$390,000s

STATUS Coming Soon "Similar photos"

BEDROOMS 4

BATHS Full: 2 Hall: 1

STYLE Two Story Single Family

SQ. FEET (APPROX) 1900

PLAN The Springfield

COMMUNITY Residence at the Bridges

VIDEO [Click Here](#)

VIRTUAL 3D TOUR [Click Here](#)

DOWNLOAD BROCHURE



The Yorktowne - York

ADDRESS 1817 Buck Hill Drive, York, PA 17408

PRICE From the \$430,000s

STATUS Coming Soon "Similar photos"

BEDROOMS 3

BATHS Full: 2

STYLE Rancher

SQ. FEET (APPROX) 1950

PLAN The Yorktowne

COMMUNITY Salem Overlook

VIDEO [Click Here](#)

VIRTUAL 3D TOUR [Click Here](#)

DOWNLOAD BROCHURE



The Ivory I - Hanover

ADDRESS 104 Pacer Drive, Hanover, PA 17338

PRICE From the mid \$260,000s

STATUS Coming Soon "Similar photos"

BEDROOMS 3

BATHS Full: 2 Hall: 1

STYLE Townhome / Interior

SQ. FEET (APPROX) 1720

PLAN The Ivory I

COMMUNITY Brookside Heights

VIDEO [Click Here](#)

VIRTUAL 3D TOUR [Click Here](#)

DOWNLOAD BROCHURE



The Salem - Hanover



The Amberly II - York



The Ivory I - Hanover

Website

67

Flyers for Informational Boxes



BURKENTINE
BUILDERS



Live Different.



WELCOME TO STEEPLE CHASE

Steeple Chase is nestled in the heart of South Hanover, right around the corner from the beautiful Codorus State Park. This community of elegant custom homes provides ample communal spaces and convenient access to sought-after schools. Steeple Chase offers homes large enough for the entire family, and yards with plenty of space for the kids to play. Located just a few minutes from the Maryland line, you can enjoy the perks of a small town or a big city with a short drive.

SCHOOLS

- West Manheim Elementary
- Emory H. Markle Intermediate
- South Western High School

DIRECTIONS

From Hanover, PA Square, take Rte. 94 South (Baltimore Street). Approximately 5.5 miles, make a left onto Musselman Road. At the next 4-way stop make a right onto Black Rock Road. After 0.2 miles, turn right onto Ross Road. Travel approximately 0.5 miles and Steeple Chase will be on your left.

GPS LOCATION

Ross + Hobart Road, Hanover, PA 17331

STYLE

Single Family Homes

SQ. FT. (APPROX)

2100+ Sq. Ft.

PROPERTY

Spacious 2+ Acre Lots

CONTACT

Tim Bambule
Phone 717/ 521-8315

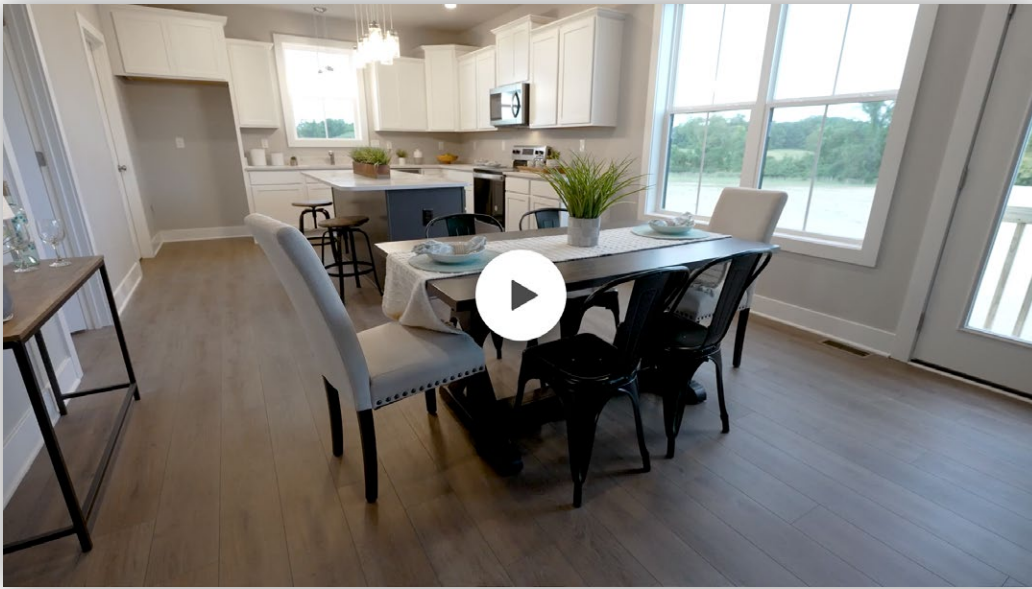
1640 Simpson Drive
Hanover, PA 17331

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Homes for Sale Videos



► [Home Video](#)

► [Home Video](#)

Spectacular Financing Sales Event

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BURKENTINE BUILDERS



SPEC-Tacular Event
***3.875% (4.581% APR)**
Special Financing

Hello Tracie,
 We're offering a special interest rate on Burkentine homes - limited time opportunity! We have quick delivery homes that are ready for move-in. Visit us at one of our communities or view our homes for sale online. Don't miss out!

[View Homes for Sale](#)

\$1,000 Realtor Bonus!

During the month of September, we're offering realtors an extra \$1,000 bonus for new contracts signed by September 30, 2022!

Questions? Email us at sales@burkentine.com

*3.875% (4.581% APR) promotional financing offer applies to select immediate move-in homes with new contracts written on or after September 1, 2022 and close by November 30, 2022. Available only for closed purchase agreements with financing through PeoplesBank. Value of incentives may not be combined with other offers. Interest rate is as of 9/1/2022. An interest rate of 3.875% is subject to a 10% down payment, and is subject to the investor program rules on available for prime, product and

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BURKENTINE BUILDERS **YORKTOWNE**
 SETTLEMENT COMPANY



Open House
Come see our New Model!

Hello Tracie,
 You're invited to our newest community, Steeple Chase, in south Hanover, PA!

When: October 12 from 3-5pm
Where: Steeple Chase, Lot 13, 360 Steeple View Drive, Hanover, PA 17331

Featuring The Salem floorplan, this home is situated on over two acres of land with beautiful views in a community with no HOA fee. **Light refreshments will be served and a basket giveaway!**

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 SETTLEMENT COMPANY



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RSVP!

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[View Homes for Sale](#)

DK - campaign_Campaign_SPEC_Tacular_Sales_Event_2022

Email Campaign Report		
Title:	SPEC Tacular Sales Event	
Subject Line:	Burkentine Homes - 3.875% Special Interest Rate for Limited Time	
Delivery Date/Time:	Thu, Sep 1, 2022 1:30 pm	
Overall Stats		
Total Recipients:		3,475
Successful Deliveries:		3,354
Bounces:	121 (3.5%)	0
Times Forwarded:		0
Forwarded Opens:		0
Recipients Who Opened:	1,132 (33.8%)	1,596
Total Opens:		1,596
Last Open Date:	10/16/22 10:48PM	
Recipients Who Clicked:	56 (1.7%)	123
Total Clicks:		123
Last Click Date:	9/16/22 8:07AM	11
Total Unreads:		3
Total Abuse Complaints:		0
Times Liked on Facebook:		0
Clicks by URL		
URL:	Total Clicks	Unique Clicks
https://burkentine.com/homes/2utm_source=social&utm_medium=email&utm_campaign=special_financing	83	\$1
http://facebook.com/BurkentineRealEstateGroup	16	4
https://www.facebook.com/BurkentineRealEstateGroup	12	2
https://www.youtube.com/channel/UC8_AhG4H4Q4Mg4NfZED	11	2
https://www.youtube.com/channel/UC8_AhG4H4Q4Mg4NfZED	1	1

Special Financing Pop-up on Website

The image shows a screenshot of the Burkentine Builders website. At the top left is the Burkentine Builders logo. At the top right is a phone icon with the number (717) 323-2336 and a hamburger menu icon. The background of the website is a large image of a two-story house. A white pop-up window is centered on the screen, titled "SPEC-Tacular Event" and "3.875%* Special Financing". Inside the pop-up is a smaller image of a house and a red button that says "VIEW SPECIAL RATE". To the left of the pop-up, the text "3.875% (4.581%)" and "SPEC-TACULAR" is visible. Below the pop-up, there is a navigation bar with links: "OPEN HOUSES", "HOMES FOR SALE", "COMMUNITY MAP", "PLANS", "TESTIMONIALS", "GALLERY", and "INVEST IN REAL". A red button with a chat icon and the text "Chat now" is located at the bottom right. On the right side of the website, there are social media icons for Facebook, Instagram, Twitter, and YouTube, along with the tagline "Building Happiness".

BURKENTINE BUILDERS

(717) 323-2336

SPEC-Tacular Event
3.875%* Special Financing

3.875% (4.581%)
SPEC-TACULAR

LEARN MORE ABOUT THESE SPECIAL

VIEW SPECIAL RATE

OPEN HOUSES **HOMES FOR SALE** **COMMUNITY MAP** **PLANS** **TESTIMONIALS** **GALLERY** **INVEST IN REAL**

Chat now

Building Happiness

f
i
t
You Tube

Social Media Stands for Communities

Connect with us!

 on Facebook
@RentWynfield 

 on Instagram
@RentWynfield 

Leave a Review

We Value Your Feedback

Like 
Follow 
& Share 

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Luxury Rentals 

Yorktowne Settlement Flyers

Seven Reasons to Buy TITLE INSURANCE



YORKTOWNE
SETTLEMENT COMPANY

Purchasing a home is a momentous occasion and is likely to be the biggest financial investment you'll make in your lifetime. Such an investment requires proper protection, particularly when we're talking about the very place where you and your family live, rest, bond and grow. One way to protect it is with title insurance. Here are seven reasons why title insurance is vital for homeowners' financial security.



1 A THOROUGH TITLE SEARCH

Before you commit to buying or refinancing property, a title examiner will examine title plants or public record databases to determine ownership of the property and to uncover deeds, mortgages, wills, divorce decrees, court judgments, tax records, liens, encumbrances, bail bonds, and maps associated with your potential property. This search is designed to disclose any potential title defects or legal issues ahead of time.

2 PROTECTION FROM UNFORESEEN DEFECTS

Despite the exhaustive title search, there is still potential for unforeseen title defects to arise long after you've purchased your new property. Title insurance will protect you from undisclosed or secret:

- **LIENS** that are the result of a prior owner's actions which can be placed against the property by a contractor, tax authority or lender who hasn't been paid.
- **EASEMENTS** or a third party's right to use or access your property even though you are the owner. Say a utility or sewer line runs through your backyard—if so, the utility or sanitation company will have an easement allowing them to access your property. The easement could also prohibit you from using your property however you want, such as building a garage or adding a pool.
- **ENCUMBRANCES** or other forms of claims against the property, which can include restrictive covenants imposed by homeowners' associations or leaseholder rights.
- **OUTSTANDING DEBT** from the previous owner, such as mortgages, judgments, unpaid child support or unpaid taxes.
- **CONFLICTING WILLS** or an undisclosed/unknown heir of a previous owner suddenly claiming ownership.

Sharon Reimold, COO
Yorktowne Settlement Company
Three Locations to Better Serve You!
1500 East Market St., York, Pa 17403
1454 Baltimore St., Hanover, Pa 17331
12539 Susquehanna Trail South, Glen Rock, Pa 17349
www.yorktownesettlement.com
717/840-4422
Sharon@ysctitle.com

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YOU DON'T HAVE TO



YORKTOWNE
SETTLEMENT COMPANY



TRAIN YOUR DOG

...BUT IT'S A GOOD IDEA

YOU DON'T HAVE TO BUY AN OWNER'S TITLE INSURANCE POLICY, BUT IT'S A GOOD IDEA.

For most of us, the purchase of a home is the biggest investment we ever make. As you approach the day of closing, all the details can be a little overwhelming. You might easily overlook the most important step in the entire settlement process — **the purchase of owner's title insurance on that wonderful new home of yours.**

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PROUD TO SERVE THE FOLLOWING PA COUNTIES:
York Adams
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Dauphin Cumberland

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YORKTOWNE
SETTLEMENT COMPANY

8 Common *Misconceptions* About Title Insurance

Buying a new home is one of life's most gratifying experiences. Making sure your right to own the property is protected can be just as rewarding. During the process of purchasing your dream home, you'll hear two words you've probably never given much thought — title insurance.

As with the rest of the home buying process, title insurance can be difficult to comprehend. To complicate matters, the topic is often surrounded by misconceptions that keep home buyers from recognizing its importance. To help you get a better understanding of what title insurance is and how it protects your property rights, let's analyze eight common misconceptions:

1. Title insurance offers only minimal protection.

When you purchase a home, you receive "title" to the property. Title is your legal right to own it. Early in the home buying process, a title search is conducted to review the history of the property and uncover any issues that could limit your right to ownership. Even after the most meticulous search of public records, there can be hidden title defects, such as tax liens, forged signatures, claims by ex-spouses and recording errors. These title defects can remain undiscovered for months or even years after you purchase the home.

2. There is only one type of title insurance.

There are two types of title insurance policies: an owner's policy and a loan policy. An owner's policy protects you, the property owner, against loss or damage in the event there is a covered title defect in your right of ownership to the property. If you're obtaining a mortgage loan to purchase your home, a mortgage lender will likely require that you purchase a loan policy, also known as a lender's policy. This type of policy protects the lender's interest in the property until the mortgage loan is paid in full. The loan policy provides no coverage to the homeowner.

You can opt for more enhanced coverage within your owner's policy. Standard coverage protects you against financial losses for common title defects that occurred prior to the date of the title insurance policy. It includes all the standard coverages, plus even more for matters of which protect against matters that may transpire after the date of the policy.

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Halloween Flyers for Property Management



PUMPKIN CARVING CONTEST

-CARVE TO BE ENTERED TO WIN A \$50 GIFT CARD!

- RSVP by October 14th to enter yourself in the contest! Please send RSVPs to rentals@burkentine.com with "RSVP and your home address"
- Pumpkins will be personally delivered by a Burkentine staff member to your home the week of October 21st!
- Snap a photo of your pumpkin and submit your entry with your name and address to rentals@burkentine.com by October 31st!
- Winners will announced with both Hanover and Gettysburg by November 4th!



TAG AND FOLLOW US @BurkentineProperties



Trunk or Treat

BURKENTINE PROPERTIES

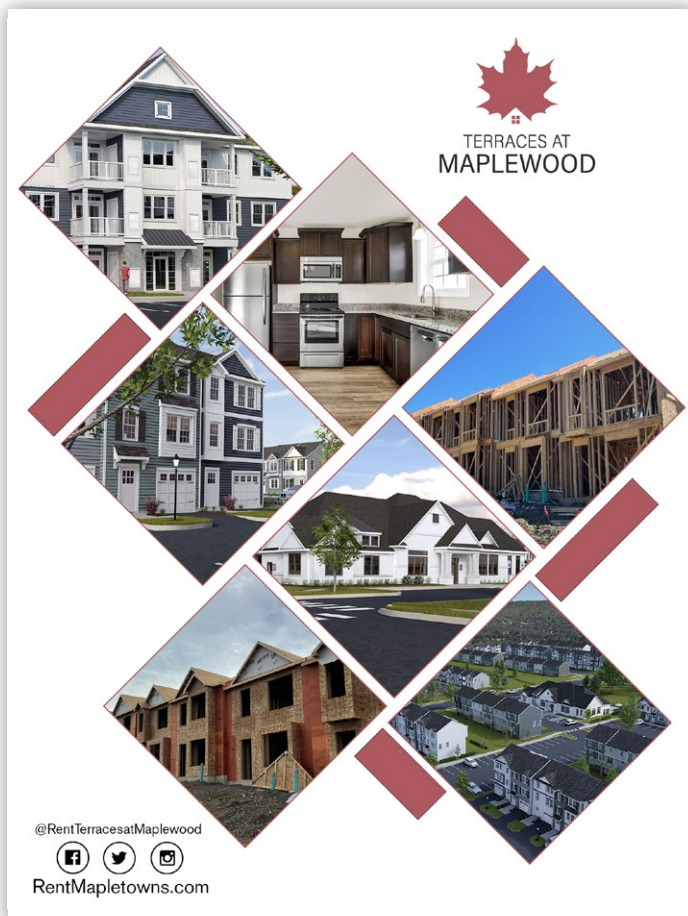
Franklin Square: 10/21 from 5-7
*** Will use parking spaces between 1000 building and townhomes**

Hudson Ridge: 10/28 from 5-7,
***Will use parking lot behind for sale home model**

BurkentineProperties.com

TAG AND FOLLOW US @BurkentineProperties

Community Picture Board for Events



Branded Cards

EchelonMotors.com



@Echelon.Motorsports



EchelonMotors.com



@Echelon.Motorsports



YouTube Banner



The banner features a central photograph of vintage vehicles parked in front of a shop. The shop has signs that read "QUALITY USED VEHICLES" and "MAJOR/MINOR REPAIRS". The vehicles include a light blue classic car, two red vintage pickup trucks, and a red classic car. The banner is decorated with a white dotted pattern at the top and bottom, and a grey background for the lower section.

ECHELON
MOTORSPORTS
EOM

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