



Real Estate & Development

Need to build some business? Call on our real estate and brand building expert, Wayne Glowac.

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His dad built homes. Today, Wayne builds construction brands.

Wayne Glowac is our real estate and building guru. No wonder. Wayne's Dad was a proud carpenter, so it's in his blood to build, develop and create things of quality. Like brands.

The most successful builders and developers know that they are in business to do more than just build things. True success means commanding a healthy profit while providing exceptional customer service and value to partners and prospects. Building a great brand means managing and understanding the feelings and expectations of the customer.



Wayne Glowac, a real estate and building guru for 19 years.

Ask anyone in the state of Wisconsin about the reputation of Wayne Glowac and you'll hear great things. He has been an active member of the Madison Area Builders

Association (MABA) for 10 years, and has a lengthy history with the Wisconsin Builders Association, Dane County Tree Board and the Wisconsin Urban Forestry Council. Wayne is also President and founder of MABA's Sales & Marketing Council.

More importantly, Wayne is our resident branding expert and BrandSMART workshop leader. Between his connections to industry movers and shakers, and his branding know-how, Wayne is the ideal cornerstone for building your business.

Castle Rock Lake Condos: vacation every weekend.

Client: Castle Rock Lake Condominium Homes, located less than one hour north of Madison WI, combines northwoods styling with luxurious comforts.

Challenge: Condominium resorts are sprouting up everywhere. Consumers needed a special reason to choose Castle Rock Lake Condos.

Response: Our client offered a unique point of difference. Castle Rock Lake Condos are only 15 minutes outside the Wisconsin Dells — a big selling advantage that allows owners to leave work on Friday and arrive at their vacation home by nightfall. Alternating waves of direct mail, radio and print generated a lot of call activity.

Result: An integrated campaign including a newly designed website contributed to reaching the appropriate buyers, from Chicago to Madison.

