

# SalesTouch Case Study:

## One Canal Apartment Homes

### REAL-TIME AVAILABILITY & PRICING

#### UNIT 1206 | VALENTI PENTHOUSE



## The Company:

One Canal Apartment Homes by Aimco is an adaptive reuse community in Boston's downtown Bulfinch Triangle Historic District. The high-end multifamily property provides residents with a variety of amenities that include a rooftop pool, fitness center and pet spa. One Canal is centrally located near some of the best shopping, dining and entertainment. It is close to employment centers with the Financial District and a U.S. top rated hospital within a mile away. The property offers studio and 1- to 3-bedroom units with city views and premium finishes.

## Marketing Objective:

One of Aimco's marketing objectives for One Canal was to create an interactive leasing office experience that encourages prospective tenants to explore the community and surrounding neighborhood. **SalesTouch** was selected to engage visitors as they immerse themselves in a visually pleasing presentation of floor plans, interior and city views, amenity highlights and local neighborhood points of interest. The interactive presentation was designed for a large free-standing kiosk, but Aimco also *leverages the presentation* with the addition of iPads.

Inventory at a multifamily, for lease property varies from that of a for sale community in that it is ongoing and constantly in flux. A top objective for One Canal was to provide *real-time pricing and up-to-date availability*. The **SalesTouch** presentation uses *3rd party data integration* and acts as a leasing office assistant, always providing potential tenants the most current pricing and available units.

To learn more about **SalesTouch**, please contact us at (800) 648-6608 or sales@cpsusa.com.



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# LANCASTER

1 bedroom | 1.0 bath | 697 sq ft | From \$3,289

FLOOR PLAN DIAGRAMS

INTERIOR PHOTOS

AVAILABLE APARTMENTS

### FEATURES

- Quartz Countertops
- Stainless Steel Appliances
- Breakfast Bar
- Washer/Dryer
- 8' Ceiling Height

EMAIL FLOOR PLAN

Unit	Floor Plan	Price	Date Available	Deposit	Floor
1028	LANCASTER	Starting From \$3,489	07/01/2016	\$500	10
1034	LANCASTER	Starting From \$3,489			
1029	LANCASTER	Starting From \$3,489			
1031	LANCASTER	Starting From \$3,568			
1033	LANCASTER	Starting From \$3,559			
1035	LANCASTER	Starting From \$3,559			
928	LANCASTER	Starting From \$3,448			
934	LANCASTER	Starting From \$3,448			
826	LANCASTER	Starting From \$3,440			
834	LANCASTER	Starting From \$3,440			
929	LANCASTER	Starting From \$3,440			
931	LANCASTER	Starting From \$3,510			
933	LANCASTER	Starting From \$3,510			
935	LANCASTER	Starting From \$3,510			
820	LANCASTER	Starting From \$3,440			
831	LANCASTER	Starting From \$3,440			
833	LANCASTER	Starting From \$3,440			
835	LANCASTER	Starting From \$3,440			
829	LANCASTER	Starting From \$3,510			
833	LANCASTER	Starting From \$3,510			
835	LANCASTER	Starting From \$3,510			



## REAL-TIME AVAILABILITY

3rd party data integration with One Canal's **RealPage** system provides *daily* pricing and availability updates. Prospective tenants view available units on a community map, as well as a listing of available units per *specific plan type*.

# APARTMENTS

## STUDIO



- From \$2,749
- 1 bath
- 411-727 sq ft

## 1-BEDROOM



- From \$3,299
- 1 bath
- 649-961 sq ft

## 2-BEDROOM



- From \$4,536
- 2 baths
- 976-1,190 sq ft

## 3-BEDROOM



- From \$6,456
- 2 baths
- 1,308 sq ft

## CHOOSE PLAN TYPE

Floor plans are introduced with a screen prompting the visitor to select plans with the desired number of bedrooms. **SalesTouch** then drills down to a similar screen displaying all plans meeting that bedroom criteria. From there, the visitor selects a specific plan.

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EMAIL FLOOR PLAN



CAPTION ▶



## PLANS & INTERIORS

Dollhouse renderings help potential tenants visualize the plan's layout and furniture placement. City and interior views enhance the experience. Available units with current pricing for the specific plan is selected from this screen. Floor plans can also be emailed.

# NEIGHBORHOOD



### BULFINCH TRIANGLE

Named after the architect who developed many of the buildings around it (Charles Bulfinch), Bulfinch Triangle is a historic district roughly bounded by Canal Street, Market, Marsem, and Caspewy Streets. After undergoing some restoration of its architectural integrity and unique urban character, Bulfinch Triangle is a new area to call home.

#### HIGHLIGHTS

- Base Kennedy Greenway
- Canal Street Market
- CVS Pharmacy
- Au Bon Pain
- Muggan's Pub
- Ward 8
- Boston Beer Works
- The Grand Canal

## THE NEIGHBORHOOD

One Canal is located in an area rich with history, charm and must-visit spots. SalesTouch uses large visuals to portray local points of interest. An area map provides historic and current information on the local Boston neighborhood districts, as well as highlights for each.

# AMENITIES & RETAIL



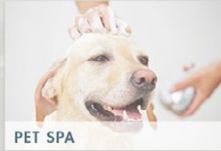
ROOFTOP POOL



FITNESS CENTER



YOGA/SPIN ROOM



PET SPA



BIKE STORAGE



SMOKE-FREE



HOME



FLOOR PLANS & PRICING



AMENITIES & RETAIL



NEIGHBORHOOD

HISTORY



COMMUNITY MAP



I'M INTERESTED

## AMENITIES & LIFESTYLE

In the same style as neighborhood points of interest, amenities are presented using *lifestyle visuals* and renderings with brief text captions. A short Community Overview video shows One Canal and the surrounding city in-motion.



### I'M INTERESTED



REGISTER & STAY INFORMED



APPLY ONLINE



HOME



FLOOR PLANS & PRICING



AMENITIES & RETAIL



NEIGHBORHOOD



HISTORY



COMMUNITY MAP



LEASING INFO



I'M INTERESTED

## REGISTER AND APPLY

Visitors that are interested in joining the lifestyle at One Canal use **SalesTouch** to register for community updates and complete an online rental application. Prospective residents sit down privately with an iPad in the leasing office to complete the application.