

Vitruvian West Apartments

STYLISH LIVING IN ADDISON, TEXAS



The Community:

Vitruvian West is a new apartment development by UDR completed in 2018. The Addison, Texas community offers stylish living in an ideal location near the desirable Vitruvian Park and is close to many dining and entertainment options. The property offers several noteworthy amenities such as granite countertops, stainless steel appliances, a resort-style pool and large two-story gym. Apartment homes are available in studio to three bedrooms and up to three bathrooms.

Marketing Objectives:

UDR wants to provide a *consistent experience* for prospective residents from their initial website to onsite leasing center visit. They selected SalesTouch as the best choice to bring both their branding and interactivity into the leasing center.

The property website and the SalesTouch interactive kiosk have the *same branded look and feel* and offer many of the same features such as available unit filtered searches, community map, neighborhood points of interest, amenity details and leasing information. The kiosk engages visitors from the moment they walk in and the interactive features encourage self-service exploration. And, today's consumer is used to and expects a self-service experience.

A further marketing objective is the ability to provide leasing center visitors with up-to-date availability and pricing. Vitruvian West pricing is dynamic, changes frequently and includes various pricing scenarios based upon leasing term. SalesTouch seamlessly *integrates both the unit availability and pricing information* from a leading third-party property management software, eliminating the need for continual manual input.

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



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WELCOME

Prospective residents are welcomed to the interactive presentation from the Main Layer which presents inviting images from around the community and encourages them to take a self-service digital tour by browsing the various sections.

FILTER APARTMENTS

Bedrooms

ALL BEDROOMS STUDIO

ONE BEDROOM TWO BEDROOMS

THREE BEDROOMS

Bathrooms

ANY ONE BATHROOM

TWO BATHROOMS THREE BATHROOMS

Square Footage

Min. Max.

Price

Min. Max.

Move-In Date

ANY 0-1 MONTHS

2 MONTHS 3 MONTHS

4-6 MONTHS 7-12 MONTHS

Amenities

ANY PREMIUM COURTYARD VIEW

POOL VIEW KITCHEN ISLAND

RESET FILTERS

VITRUVIAN WEST APARTMENTS & PRICING

 <p>Apt #218 2 Bedrooms / 2 Bathroom 1044 Sq Ft. Starting at \$1,928 Date Available: 7/10/2018</p>	 <p>Apt #219 2 Bedrooms / 2 Bathroom 1044 Sq Ft. Starting at \$1,928 Date Available: 7/10/2018</p>	 <p>Apt #318 2 Bedrooms / 2 Bathroom 1044 Sq Ft. Starting at \$1,928 Date Available: 7/10/2018</p>	 <p>Apt #319 2 Bedrooms / 2 Bathroom 1044 Sq Ft. Starting at \$1,928 Date Available: 7/10/2018</p>
 <p>Apt #130 2 Bedrooms / 2 Bathroom 1099 Sq Ft. Starting at \$2,014 Date Available: 7/18/2018</p>	 <p>Apt #005 2 Bedrooms / 2 Bathroom 1044 Sq Ft. Starting at \$1,874 Date Available: 8/1/2018</p>	 <p>Apt #203 2 Bedrooms / 2 Bathroom 1044 Sq Ft. Starting at \$1,874 Date Available: 8/1/2018</p>	 <p>Apt #205 2 Bedrooms / 2 Bathroom 1044 Sq Ft. Starting at \$1,874 Date Available: 8/1/2018</p>
			



HOME



APARTMENTS & PRICING



AMENITIES



NEIGHBORHOOD



LEASING INFO



COMMUNITY MAP



I'M INTERESTED

UNIT SEARCH

Visitors can scroll to view and select apartment homes or filter by criteria that matches their preferences, such as "Two Bedrooms", "Two Bathrooms" with a "Kitchen Island" available by the 1st of the month. The data is continually populated from a leading third-party application.



PLANS & VIEWS

After selecting an apartment unit, SalesTouch displays a 3D floor plan with a listing of apartment features, square footage and date available. Virtual tours and images of the interior and views add to the wow factor. Visitors can also browse leasing info, terms and rents.

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VITRUVIAN WEST COMMUNITY MAP

FILTER APARTMENTS

Bedrooms

ALL BEDROOMS

STUDIO

ONE BEDROOM

TWO BEDROOMS

THREE BEDROOMS

Bathrooms

ANY

ONE BATHROOM

TWO BATHROOMS

THREE BATHROOMS

Square Footage

Price

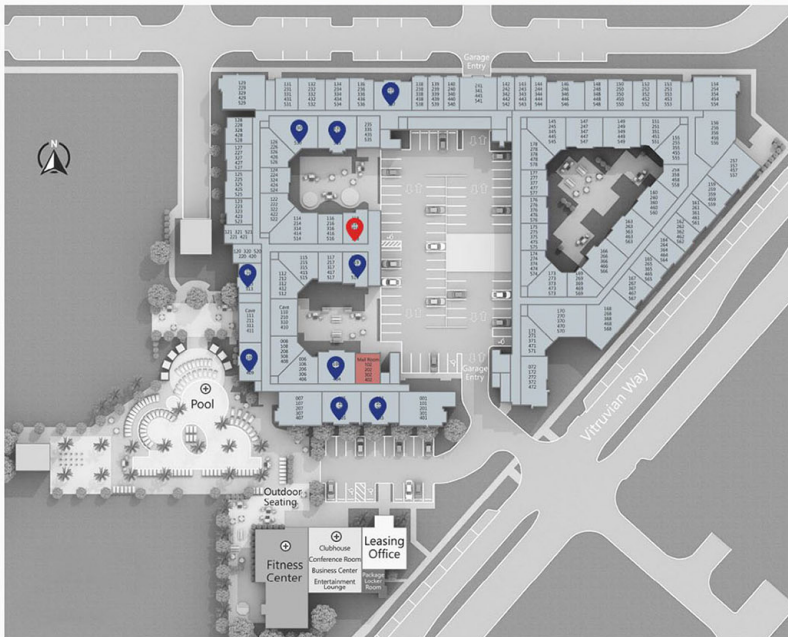
Move-In Date

Amenities

Floor

Floor Plan

RESET FILTERS



AVAILABLE APARTMENTS



Apartment #218
2 Bed / 2 Bath
1044 Sq Ft.
Floor: 2

DETAILS



Apartment #219
2 Bed / 2 Bath
1044 Sq Ft.
Floor: 2

DETAILS



Apartment #318
2 Bed / 2 Bath
1044 Sq Ft.
Floor: 3

DETAILS



Apartment #319
2 Bed / 2 Bath
1044 Sq Ft.
Floor: 3

DETAILS



Apartment #130
2 Bed / 2 Bath
1099 Sq Ft.
Floor: 1

DETAILS



Apartment #109
2 Bed / 2 Bath
831 Sq Ft.
Floor: 1

DETAILS



Apartment #005
2 Bed / 2 Bath
1044 Sq Ft.
Floor: 0

DETAILS



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I'M INTERESTED



VITRUVIAN MAP

The Community Map shows prospective residents the building and amenities layout and in particular, the location of their selected unit. As with the apartment search, units can be filtered by up-to-date information and selected to view the Apartments & Pricing details.



LOCAL AREA

Vitruvian West is located in a desirable area near Vitruvian Park. The Neighborhood section of the interactive presentation uses *lifestyle* images and invites visitors to select a category and browse to see what's in the local area, such as dining and entertainment.

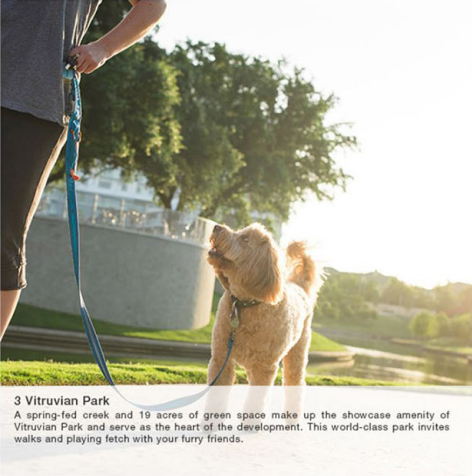
<<BACK

FURRY FRIEND FUN

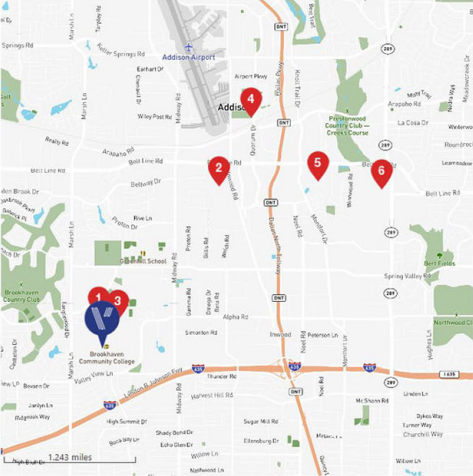
Our furry friends are family. Addison and the surrounding areas fully embrace this idea with numerous options for doggie daycares, pet grooming, and pet boutiques. With all that the community offers, your pet can frolic, play and be pampered.

Our Favorites

- 1 Citydog! Club
- 2 Poochville USA
- 3 Vitruvian Park
- 4 Bosque Park
- 5 CityVet - Addison
- 6 Odyssey Pets



3 Vitruvian Park
A spring-fed creek and 19 acres of green space make up the showcase amenity of Vitruvian Park and serve as the heart of the development. This world-class park invites walks and playing fetch with your furry friends.

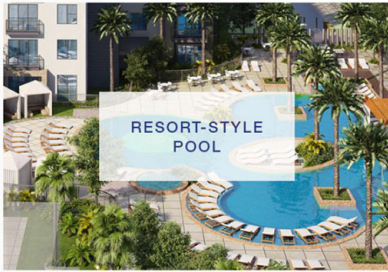


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I'M INTERESTED

AREA DETAILS

SalesTouch displays a *lifestyle* image and brief description for each point of interest in each Neighborhood category. The map can be zoomed and moved for a closer look of the area. Pet friendly features are appealing, so there is an entire category on "Furry Friend Fun."

VITRUVIAN WEST AMENITIES



ADDITIONAL COMMUNITY AMENITIES

- Smoke free community
- Package lockers
- Car charging stations
- Garage parking
- Wi-Fi lounge
- Pet friendly
- Additional storage available
- Bike storage



HOME



APARTMENTS & PRICING



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COMMUNITY MAP



I'M INTERESTED



THE LIFESTYLE

The Amenities section of the interactive presentation uses images and renderings to display the **Vitruvian West** features that create the community's lifestyle, such as the resort-style pool and apartment home highlights.



REGISTER

Prospective residents use **SalesTouch** to register their interest in the community and their desired move-in date. The data is collected for follow-up by the leasing agents.