

SalesTouch & Social Media Wall Case Study:

Union Park HILLWOOD COMMUNITIES LITTLE ELM, TX



Live It UP

Just UP The Road

What's UP

LiveSmart



The Community:

Union Park is a master planned community by Hillwood Communities in Little Elm, Texas. With environmental stewardship a top principle, the community includes a 35-acre park, greenbelts, natural ponds and numerous walking trails. The developer's *LiveSmart* principles also include "Sense of Community" so Union Park offers amenities and a busy Calendar of Events designed to bring residents together in social settings. The community offers the latest in home technology and is close to many area attractions, all while maintaining an authentic small town feel.

Marketing Objective:

The Information Center at Union Park uses brochures, signage and technology in lieu of onsite sales staff to provide visitors with information about the community. The main objective of the **SalesTouch** touchscreen presentation is to encourage prospective home buyers to learn more about Union Park's lifestyle and amenities through a self-guided interactive tour.

Denise Jordan of Anderson | Hanson | Blanton, Union Park's marketing company and CPS' project contact, says "the self-guided interactive tour highlights Hillwood Communities' unique approach to community development, as well as the rich amenities and area information, for the many relocating families that are expected to buy in Union Park."

Social Media Wall, the second technology component of the Information Center, allows Union Park to leverage their social media efforts. Consumer generated social media images combine with traditional marketing images and copy to create a visual introduction to the community's lifestyle and latest activities. The curated social media and marketing images randomly rotate on a large wall-mounted monitor. **#GetSocial**

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



Software Solutions for Homebuilders since 1985

Sales/Marketing, Construction Scheduling and Warranty/Customer Service Software
3035 Prospect Park Drive, #90, Rancho Cordova, CA 95670 (800) 648-6608 www.cpsusa.com





Lifestyle Map



Live It UP

HILLWOOD
COMMUNITIES
A PEROT COMPANY
Live Smart



LiveSmart



What's UP



Just UP The Road

MAIN LAYER

Visitors to Union Park start their interactive tour from this Main Layer. Lifestyle images and creative phrases are consistent with the community's "UP" slogan and overall marketing objective.

LiveSmart

Each master-planned community offers a heightened sense of community that helps neighbors come closer together. With the opportunity presented during a community event, or a day at the amenity center or even, a walk down the street, residents have many ways to come together.

Sense of Community

Healthy Living

Environmental Stewardship

Education

Technology



CALENDAR of Community Events

UP
Union Park
Life At Your Own Pace

Welcome

LiveSmart

Lifestyle Map

Live It UP

What's UP

Just UP The Road

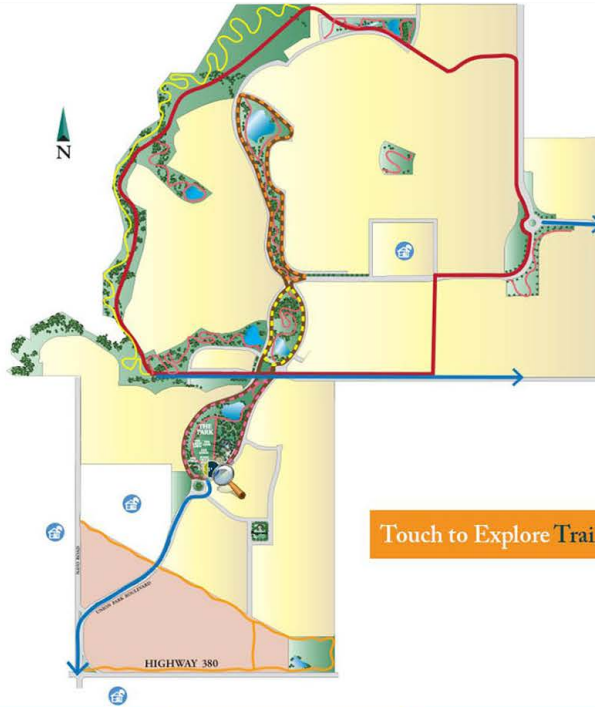
LIVE SMART

The LiveSmart section highlights the developer's five key building principles. Each principle is portrayed with a brief description and a combination of community and lifestyle images.

Trails

Fitness Programs

A Walkable Community



Touch to Explore Trails and Amenities



Map Legend

- You Are Here
 - The Union Trail
 - Tha Park Trail
 - The Lake Loop
 - The Trail Head Loop
 - The Pavilion Loop
 - Regional Trail
 - The Nature Trails
 - The Mountain Bike Trails
 - The Parkway Loop
 - Schools
- Show All Clear All
- Staplan is artist's rendering and is for illustrative purposes only. Subject to change without notice.

Welcome

LiveSmart

Lifestyle Map

Live It UP

What's UP

Just UP The Road

LIFESTYLE MAP

The Lifestyle Map is an *interactive* guide to the many walking and biking trails around Union Park. Visitors can also view information on fitness programs and community walkability. This section emphasizes the commitment to both healthy living and open spaces.

Live It UP

Put UP your apron, because our very own food truck allows you to take the night off from cooking and experience gourmet food in your neighborhood. Check with our lifestyle manager for schedule.

The Porch

The Kitch

UP Food Truck

The Cove

The Park

The Lawn

Family Parks



Welcome

LiveSmart

Lifestyle Map

Live It UP

What's UP

Just UP The Road

LIVE IT UP

Live It Up is a fun section of the interactive presentation that serves as an overview of amenities and the community's lifestyle. The images in particular help visitors envision the "Sense of Community", one of the developer's key principles.

There's always something coming together at Union Park. www.unionparklivesmart.com

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|------------------------------------------------|----------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|------------------------------------------------------|-----------------------------------------------|---------------------------------------------------------------------------------------|
| 29 National fresh fruit and vegetable month | | 31 | 01 Go Barefoot Day | 02 | 03 | 04 |
| 05 | 06 | 07 Summer Reading Kickoff- Little Elm Library | 08 | 09 | 10 | 11 Ruthie's Rolling Café 12-3 pm |
| 12 Ruthie's Rolling Café 12-3 pm | 13 | 14 Little Elm Library The Creature Teacher 10:30 am and noon | 15 | 16 National Fudge Day 3 pm Make fudge at the Hall | 17 5:30-7pm BYOB Adult Happy Hour at Porch | 18 Ruthie's Rolling Café 12-3 pm *10 am Jet Ski and Boat Poker Run |
| 19 Ruthie's Rolling Café 12-3 pm | 20 5-6:30 pm Yappy Hour in the Park | 21 Little Elm Library 10:30 am Movie Zootopia | 22 | 23 | 24 8:30 pm Dive in Movie at Cove | 25 Homeowner Pool Day 3 pm Kona Ice 5-7 pm Dinner with neighbors Fireworks at Dark |
| 26 Ruthie's Rolling Café 12-3 pm | 27 | 28 3 pm Popcicles at the Cove | 29 | 30 11:30am-1 pm PB&J's at the Porch | 01 | 02 |
| 03 | 04 | Notes: Events in ORANGE are HOA sponsored events for Homeowners only Events in PURPLE are Town of Little Elm *Jet Ski and Boat Poker Run on Lewisville Lake benefits Little Elm Food Bank, more info www.lepokerrun.eventbrite.com . | | | | |

Close Calendar

- Welcome
- LiveSmart
- Lifestyle Map
- Live It UP
- What's UP
- Just UP The Road

WHAT'S UP

What's Up shows a colorful calendar of events for the current month. Visitors, and home owners alike, can zoom in to view the many activities and social events that occur almost daily in this socially active community!

Just UP The Road

Life at Union Park means close proximity to the growing Frisco community which offers recreation and entertainment- all easily accessible by way of the Dallas North Tollway.

- Retail
- Employment
- Entertainment
- Little Elm Story
- Denton ISD/ K-12 Conv.
- Enrichment

Little Elm Lakefront District
 The area has grown substantially in the past two years, expanding from a beach at Little Elm Park to a wakeboard amusement park, several restaurants, two expanded parks and future developments.

Explore Your Neighborhood

- ★ Business Centers
- ◆ Colleges/Universities
- ◆ Dining
- ◆ Entertainment
- ◆ Golf Courses
- ◆ Lakefront District
- + Medical Centers
- + Parks
- + Picnic Areas & Marinas
- + Schools
- + Shopping
- + Sports Venues
- + Wake Park

Touch to Explore the Neighborhood

- Welcome
- LiveSmart
- Lifestyle Map
- Live It UP
- What's UP
- Just UP The Road

JUST UP THE ROAD

Union Park prides itself on maintaining an authentic small town feel, but it's still close to shopping, dining, entertainment, parks and recreation, employment and schools. Visitors browse the interactive map and touch points of interest to view more information.

Founded in 1988 by Ross Perot, Jr.,

The son of entrepreneur Ross Perot, Sr., Hillwood has a strong legacy of building residential communities and commercial developments throughout the United States and around the world. We've developed more than 70 residential master-planned communities in 28 cities, located in 7 states and 2 countries. We know you'll see the difference a Hillwood community makes.

Our Story

Our Legacy

Our Communities

Our Locations

LiveSmart



The Perot Museum



Alliance Airport



Ross Perot, Jr.



American Airlines Center

HILLWOOD[®]
COMMUNITIES
A PEROT COMPANY
Live Smart

[Back to Home Page](#)

THE DEVELOPER

From the Main Layer, visitors go to a section containing information about the developer including their history, other communities and an overview of their LiveSmart guiding principles. This information builds confidence in the developer.



SOCIAL MEDIA WALL

Union Park's **Social Media Wall** uses a wall-mounted 46" monitor. Traditional marketing copy and text combine with social media images to create a visual story of the community's lifestyle. Visitors get actively involved by posting pictures on Instagram and Twitter using **#WhatsUPatUnionPark**, and the images are then *curated* onto the Wall using a web-based administrative utility.