SalesTouch Case Study:

Grand Palm Discovery Center A PLACE OF EXPLORATION

66 We have brand new interactive displays that we think people will really be excited about! It's something that no one else has done in our area. 77

> - David Hunihan. Director of Sales **Neal Communities**



The Community:

Grand Palm is a master plan community in the heart of Venice, Florida developed and built solely by Neal Communities, a large, regional builder. Grand Palm, an amenity-rich community, was designed to appeal primarily to a retirement-oriented demographic and will have about 2,000 single-family homes. The community integrates many conservation efforts and includes a 39-acre lake, preserved trees throughout and 18 miles of trails and wildlife corridors.

Marketing Objective:

Neal Communities expected heavy traffic for this large master plan community, so they designed a sales office with the capacity and design elements to accommodate the volume. Technology is an integral part of the Discovery Center and encourages home shoppers to explore and learn more.

Discovery Zones with signage reflecting lifestyle, history and design inspirations are complimented with 2-46" touchscreen topo tables and 4 tablets that interactively engage home shoppers as they explore home styles, floor plan options, amenities and the community's connection to the local Venice area. The larger touchscreens include the entire community presentation, and the tablets are specific to that Discovery Zone.

Their SalesTouch presentation includes a unique onscreen mark-up feature that allows home shoppers to make personal notes on their favorite plans. The plans and notes can be emailed for later reference and shared with others.

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











COMMUNITY INTRODUCTION

Home shoppers start their interactive tour on a location specific main layer. The larger touchscreens offer exploration of the entire presentation, while the tablets present information specific to that Discovery Zone, such as floor plans or amenities.



BUILDER REPUTATION

Neal Communities is a large, regional builder competing with a number of national builders. This section highlights their reputation through their successes and long history. It also provides cross-sell opportunities with an interactive communities map.



THE MASTER PLAN

The sitemap is arranged by color-coded home style collections. Home shoppers can zoom-in to explore the lots by collection and to see real-time inventory status. The sitemap and floor plans can also be explored on a tablet in the Discovery Center.



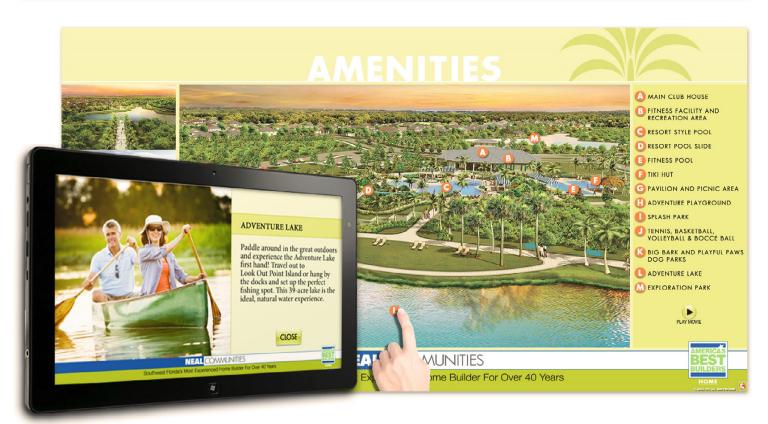
EXPLORE HOME PLANS

Home shoppers explore plans and "try-on" interactive options, visualize the space with Move it - Move it[®] virtual furniture and make notes with a *unique onscreen mark-up feature*. The floor plan, including all mark-ups and selected features, can be emailed.



COMMUNITY

An interactive map markets the relationship of the community to the overall area. Shoppers see the community's connection through local points of interest and view more information for each with interactive pop-ups. Video is also available.



DISCOVER AMENITIES

An interactive community graphic highlights specific amenities and encourages discovery with a video and pop-ups with more detailed information. A tablet in the Discovery Center provides another opportunity to explore amenities.