

SalesTouch Case Study:

Grand Palm Discovery Center

A PLACE OF EXPLORATION

“ 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. ”

- 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.



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





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.

OUR HISTORY

OVER
40
YEARS
HISTORY OF
EXCELLENCE

EXPLORE THE HIGHLIGHTS OF OUR HISTORY

<p>1970-75</p>	<p>1976-80</p>	<p>1981-85</p>	<p>1986-90</p>	<p>1991-95</p>	<p>1996-2000</p>
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NEAL COMMUNITIES
Building Home Life.

Neal's excellence in home building and residential developing has provided quality residences for over 8,600 Florida families in 60 communities.

Pat Neal
One Man's Relentless Quest

Groundbreaking ceremonies held Tuesday included (with shovels) Adamson, New Home Director for The Greens, Pat Neal, Pat Neal Communities and Robert Bath, builder at The Greens, homeowners at The Greens, Donna Adamson, Joe Hurley, Jr., Metalle Smith, Seralyn Thomas, Jim Smith, Dorothy W. Whaley, Div Spangenberg, Bob Spangenberg, Jean Jesko, P. Lynne Manning and Bob Manning. Homeowners not pictured: Dr. Ken and Jane Schermer, Darin and Lorraine Aquino, Madeline Vic, Greg Buchanan and Bette Cochran.

Bradenton Herald
3/23/97

Local builder helps students

- 1996 > Best Community Aurora Award
- 1997 > Mote Marine Gift
- 1997-99 > The Greens
- 1999 > SARASOTA Magazine Named Pat Neal Most Influential Person
- 2000 > Celebrated 30th Anniversary

NEAL COMMUNITIES **BACK TO BUILDER STORY**

Southwest Florida's Most Experienced Home Builder For Over 40 Years

AMERICA'S BEST BUILDERS
HOME

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.

COMMUNITY MAP

Key

- Cottage Series
- Coral Series
- Cruise Series
- Celebration Series
- Cove Series
- Model Locations

Lot Status

- Feature Homes
- Available
- Sold
- Not Yet Available

[BACK TO COMMUNITY MAP](#)

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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.

MAKE IT YOUR OWN

FURNITURE TYPE

- BEDROOM
- DINING ROOM
- LIVING ROOM

BEDROOM FURNITURE

- KING BED
- QUEEN BED
- DOUBLE BED
- ARMCHAIR
- DRESSER
- CORNER DESK
- DESK

NOTES & DOODLES

- DRAW ON
- ERASE
- CLEAR
- EMAIL



open kitchen!

FLEXOPTIONS

- BATH 2 SHOWER
- BEDROOM 3
- MASTER BATH TUB
- POCKET SLIDING GLASS DOOR
- POOL BATH

EVENTIDE 2 | 2BED/2BA

Living Area	1,870 Sq. Ft.
Garage	493 Sq. Ft.
Lanai	221 Sq. Ft.
Entry	60 Sq. Ft.
Total Area	2,653 Sq. Ft.

PLAN DIMENSIONS

OFF

OTHER FLOOR PLANS IN THE COVE SERIES

- [EVENTIDE 2 | 1,870 S.F. 2BR/2BA](#)
- [ENDLESS SUMMER 3 | 2,181 S.F. 3BR/2BA](#)
- [BRIGHT MEADOW | 2,288 S.F. 3BR/2BA](#)
- [WINDSONG | 2,367 S.F. 3BR/2BA](#)

[VIEW EXTERIOR ELEVATIONS](#)

[BACK TO FLOOR PLANS](#)

NEAL COMMUNITIES

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HOME

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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.

CLOSE TO EVERYTHING



- SHOPPING
- RESTAURANTS
- ATTRACTIONS/ ENTERTAINMENT
- PARKS
- MEDICAL EMERGENCY
- FITNESS
- GOLF COURSES
- SCHOOLS/LIBRARIES
- PLACES OF WORSHIP
- BANKS/POST OFFICES



PLAY MOVIE



NEAL COMMUNITIES

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COMMUNITY CONNECTION

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.

AMENITIES



- A** MAIN CLUB HOUSE
- B** FITNESS FACILITY AND RECREATION AREA
- C** RESORT STYLE POOL
- D** RESORT POOL SLIDE
- E** FITNESS POOL
- F** TIKI HUT
- G** PAVILION AND PICNIC AREA
- H** ADVENTURE PLAYGROUND
- I** SPLASH PARK
- J** TENNIS, BASKETBALL, VOLLEYBALL & BOCCIE BALL
- K** BIG BARK AND PLAYFUL PAWS DOG PARKS
- L** ADVENTURE LAKE
- M** EXPLORATION PARK

PLAY MOVIE



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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.