

Latitude Margaritaville Daytona

NEW HOMES IN PARADISE FOR 55-AND-BETTER



Photo Credit: Rob Harris

The Community:

Latitude Margaritaville Daytona Beach is a masterplan community built in partnership between Minto Communities and Jimmy Buffett's company, Margaritaville Holdings. The first ever Margaritaville-themed community, Latitude was designed specifically for those 55-and-better seeking a uniquely fun and relaxed lifestyle. It offers a large variety of amenities and activities and will include 3,000 single-family homes with proposed expansion up to a total of 6,900 homes.

Marketing Objective:

Latitude's target demographic is 55-and-better home shoppers that desire an active and social lifestyle. Senior Vice President William Bullock says, "Latitude Margaritaville Daytona Beach is redefining active adult living, focusing on the Margaritaville lifestyle of food, fun, music, and engaging activities."

Minto Communities designed the large Interactive Sales Center to engage home shoppers with the "no worries" tropical vibe of the community. The Center includes amenity replicas, a design center, activity zones with props such as golf carts and beach chairs, static signage and SalesTouch interactive presentation stations.

Home shoppers are encouraged to use SalesTouch to learn about the lifestyle and extensive amenities, explore Daytona points of interest, meet the builder, register to "join the Paradise Club", find a lot and search for their favorite floor plan with interactive structural options and virtual furniture placement. SalesTouch is offered on 5-48" touchscreen monitors, a tablet operated 70" non-touch monitor and a tablet operated 9-panel large video wall. The entire presentation is also integrated on to the community website as an interactive tour.

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



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EXPERIENCE THE LIFESTYLE Home shoppers can experience Jimmy Buffett inspired carefree living with a community lifestyle overview video encouraging them to “change their latitude”, a live view video from the Beach Club and an amenity point of interest map.

Latitude Margaritaville AMENITY POINTS OF INTEREST

1

FINS UP! FITNESS CENTER

- Fully outfitted gym / Spin Room
- Aerobics Room with Virtual Personal Trainer
- Indoor whirlpool spa and lay pool

2

LATITUDE TOWN SQUARE

- Banquet hall with live music
- Dancing and entertainment

3

LAST MANGO THEATER

- Banquet hall with stage for performances and dancing

4

WORKIN' N' PLAYIN' CENTER

- The Hanger workshop
- Barkantaville Pet Spa
- Coconut Telegraph Business Center
- Multipurpose, arts, crafts, cards and meeting rooms

5

PARADISE POOL

- Beach Entry
- Cabanas
- Tiki Hut
- Lawn Games

6

LATITUDE BAR & CHILL RESTAURANT

- Restaurant with indoor/outdoor bar
- Changes in Attitude Bar
- Poolside affresco dining and drinking
- Town Square side affresco dining and drinking
- Multipurpose rooms and private dining rooms

*Touch an Amenity Point of Interest Image to View Large Rendering

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MARGARITAVILLE LIFESTYLE
EXPLORE COMMUNITY MAP
BROWSE FLOOR PLANS
DISCOVER DAYTONA BEACH
MINTO STORY
JOIN THE PARADISE CLUB
HOME

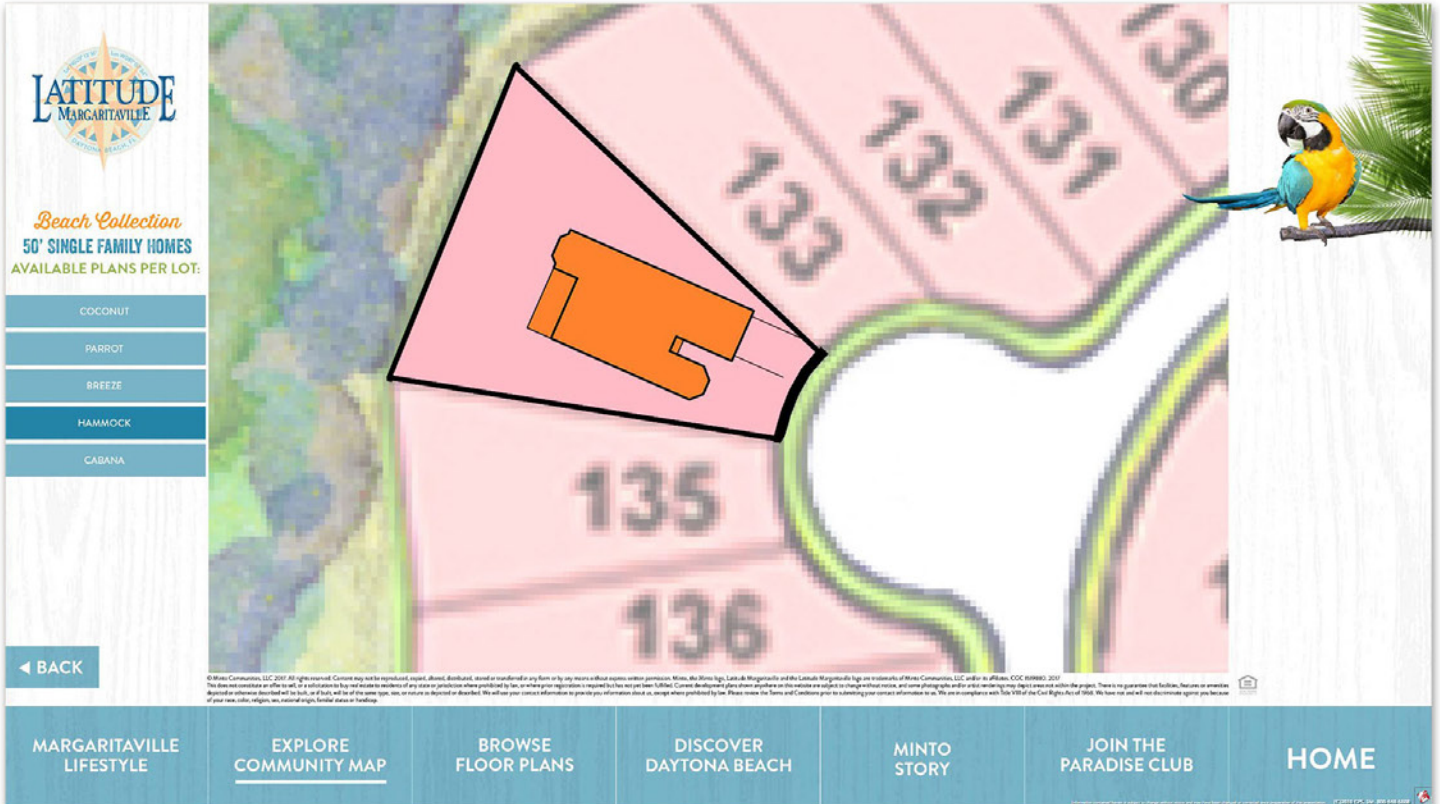
SO MANY AMENITIES! The amenities section of the presentation does a great job depicting the social lifestyle of the community, including everything from a fitness center to a town square with live music to the Bar & Chill Restaurant. It's 5 o'clock somewhere!



Photo Credit: Rob Harris

EXPLORE THE COMMUNITY

The community map starts with a large sitemap overview and can be zoomed-in to view each home collection. Real-time inventory displays the status of each released homesite, such as sold, pending or available. Lot status is controlled by a backend admin utility.



TRY ON THE LOT

From each home collection map view, home shoppers are able to zoom-in further to "try on" their favorite floor plans. This Lot Fit feature lets them see how each available plan will sit on their desired homesite.



HAMMOCK

2 Bedrooms / Den
Great Room / Lanai / 2.5 Baths
2-Car Garage

Square Footage	
Total Living Area	2,110
2-Car Garage	447
Covered Entry	40
Covered Lanai	235
Total	2,832

INCLUDED FEATURES

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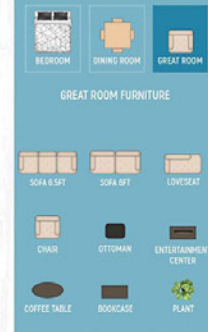


EXTERIOR OPTIONS

Touch image to browse through color schemes



PLACE YOUR FURNITURE



STRUCTURAL OPTIONS

- BEDROOM VARIATION
- MASTER BATH VARIATION
- WET BAR / DRY BAR AT DEN VARIATION
- WET BAR / DRY BAR AT DINING VARIATION

TAKE HOME YOUR DREAM HOME

MARGARITAVILLE LIFESTYLE

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HOME

MAKE IT THEIR OWN

Home shoppers spend a lot of time *making it their own* with interactive structural options and virtual furniture placement that let's them visual how they'll live in the space. Floor plans can be emailed, printed and saved to view again at a later time, including option selections.



Photo Credit: Rob Harris

CHOOSE AN ELEVATION

Latitude Margaritaville is a colorful community and the elevation choices are no different! The 55-and-better home shoppers view elevations for each plan and can "try on" many color schemes to see which suits their taste best.

