

SalesTouch Case Study:

Open House STONEBRIAR CENTRE FRISCO, TX



The Community:

Stonebriar Centre, located in Frisco Texas, offers builders/developers unique access to a growing, affluent market.

Location, Location, Location! This 3-level, enclosed, super-regional shopping center is located in one of the fastest growing areas in the US. Forbes Magazine named Frisco as the 7th-fastest growing suburb in 2007. The 2007 "trade area" population is almost 1 million with a 33.7 median age and a \$101,600 average household income. The 5-mile radius profile includes major corporate headquarters (e.g., JCPenney, Frito-Lay, Dr. Pepper/7-Up, EDS) and a \$120,300 average household income.

Stonebriar functions as a "destination" location offering excellent shopping, restaurants and entertainment – as well as across-the-street access to a newly developed sports-entertainment center featuring a minor league baseball stadium and hockey facility. General Growth Properties and mall merchants actively market Stonebriar with year-round events and promotions. GGP projects 5 million visitors annually with 3 million visiting during the Holiday Season.

Marketing Objective:

Developers/builders want to find new marketing channels as they reach out beyond traditional media outlets to increase product exposure and generate traffic to their sales and leasing offices. Open House meets that need as it offers prospects a unique, personalized way to explore housing opportunities in the North Dallas market.

Interactive, touch screen kiosks, such as Open House, provide builder/developers with an opportunity to extend the concept of "customer service" when viewed end-to-end from customer attraction, through interaction and ending with cultivation.

The Open House kiosk answers key prospect questions in a visually rich medium – combining graphic design with the latest in computer technology: What's available in my desired location? Is there something in my price range? What about the schools? Are there parks, swimming pools, or walking trails available? How do I get to the location? Can you send me more information? It's a dynamic environment responding to today's consumer's interest in interactive, personal and relevant marketing experiences.

Open House by SalesTouch went live in November 2007. Over 12,500 visitors have searched for their Perfect Home. Put your community "in touch" with this market!



COMPUTER PRESENTATION SYSTEMS, INC.

Software Solutions for Homebuilders since 1985

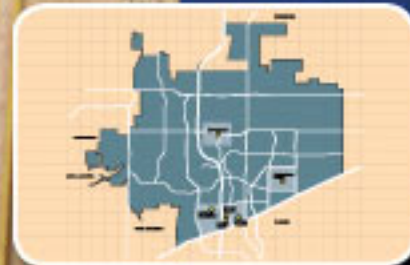
Sales/Marketing, Construction Scheduling and Warranty/Customer Service Software

3035 Prospect Park Drive, #90, Rancho Cordova, CA 95670 (800) 648-6608 www.cpsusa.com



Request
Info

FIND THE PERFECT HOME, NEIGHBORHOOD AND COMMUNITY FOR YOU AND YOUR FAMILY.



Communities by Location



Communities by Builder



Communities by Price



Communities by School District



Search Using Your Criteria

For information about this kiosk, please call 214-281-8957

Main Layer

Prospective home buyers start their interactive experience here



HOMES BY LOCATION

- | | |
|--|---|
| 1 THE TRIBUTE
The Colony, TX | 6 ARTESIA
THE PARKS
Prosper, TX |
| 2 WATERFORD
Allen, TX | 7 ARTESIA
THE FALLS
Prosper, TX |
| 3 SADDLERIDGE
ESTATES
Allen, TX | 8 ARTESIA
THE VISTAS
Prosper, TX |
| 4 CAMBRIDGE
McKinney, TX | 9 Eldorado
West
Little Elm, TX |
| 5 KNOLLS OF FRISCO
Frisco, TX | |

Homes by Location

Propsects touch the interactive map on the left or the buttons on the right

ARTESIA

LIVING WELL.

THE FALLS

Base Plan Prices from \$160's-\$220's
3 to 5 Bedrooms
1,824 to 3,189 Square Feet

Artesia offers a perfect combination of lifestyle, location and amenities for a refreshing escape from ordinary living. This unique master planned community will feature a diverse array of designs and amenities.

Located in the Prosper Independent School District, Artesia's close proximity to the North Dallas Tollway and Highway 380 offers convenient access to employers, shopping, dining and entertainment. Discover exciting details about Artesia at artesiatexas.com.

Enjoy life at the Amenity Center, Greenspace, Playgrounds, Swimming Pools and Splash Park.

FIND THE PERFECT HOME

Community Map

Browse Floorplans

Search Using Your Criteria

Request Information

Amenities

Schools

Standard Features

CENTEX HOMES

Driving Directions

Community Landing

A clean user interface makes finding information easy

COMMUNITY MAP

ARTESIA

LIVING WELL.

THE VISTAS



FISHTRAP ROAD

Available



Quick Delivery



Models



Sold



Closed



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Interactive Sitemap

Real time inventory and pricing can be displayed

Home

Back

Lot Pictures

Front of Home

Beautiful Kitchen

Family Room

Entry

Plan Pictures

Elevation K

Floorplan

Details for Lot 17 at 1521 Meadow Run

D23A Felton

2,357 Sq. Ft.

From \$271,900

3 Bedrooms

2 Baths

Study

Address: 1521 Meadow Run

Lot Number: 17

Elevation: K

\$271,900

Information contained herein is subject to change without notice and may have been changed or corrected since preparation of this presentation.

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Lot Details

SalesTouch displays lots, plans, and video virtual tours

Close

Floorplan

The FELTON

Concept # D23A

☒ Touch for additional Bedroom

3 Bedrooms • 2 Baths

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Interactive Floorplans

Prospects can create “their own” floorplan with interactive structural options.



Home



Back



COMMUNITY AMENITIES

ARTESIA

• LIVING WELL •

Whether you're enjoying the various sport courts, or playing with the kids in the splash park, the amenities at Artesia have something to offer your individual lifestyle.

The planned amenities include:

Outdoor:

- Swimming Pool
- Splash Park
- Playgrounds
- Soccer Field
- Baseball Field
- Tennis Courts
- Basketball Court

Indoor Amenity Center:

- A Great Room with Fireplace
- Kitchen
- Fitness Center

Community Amenities

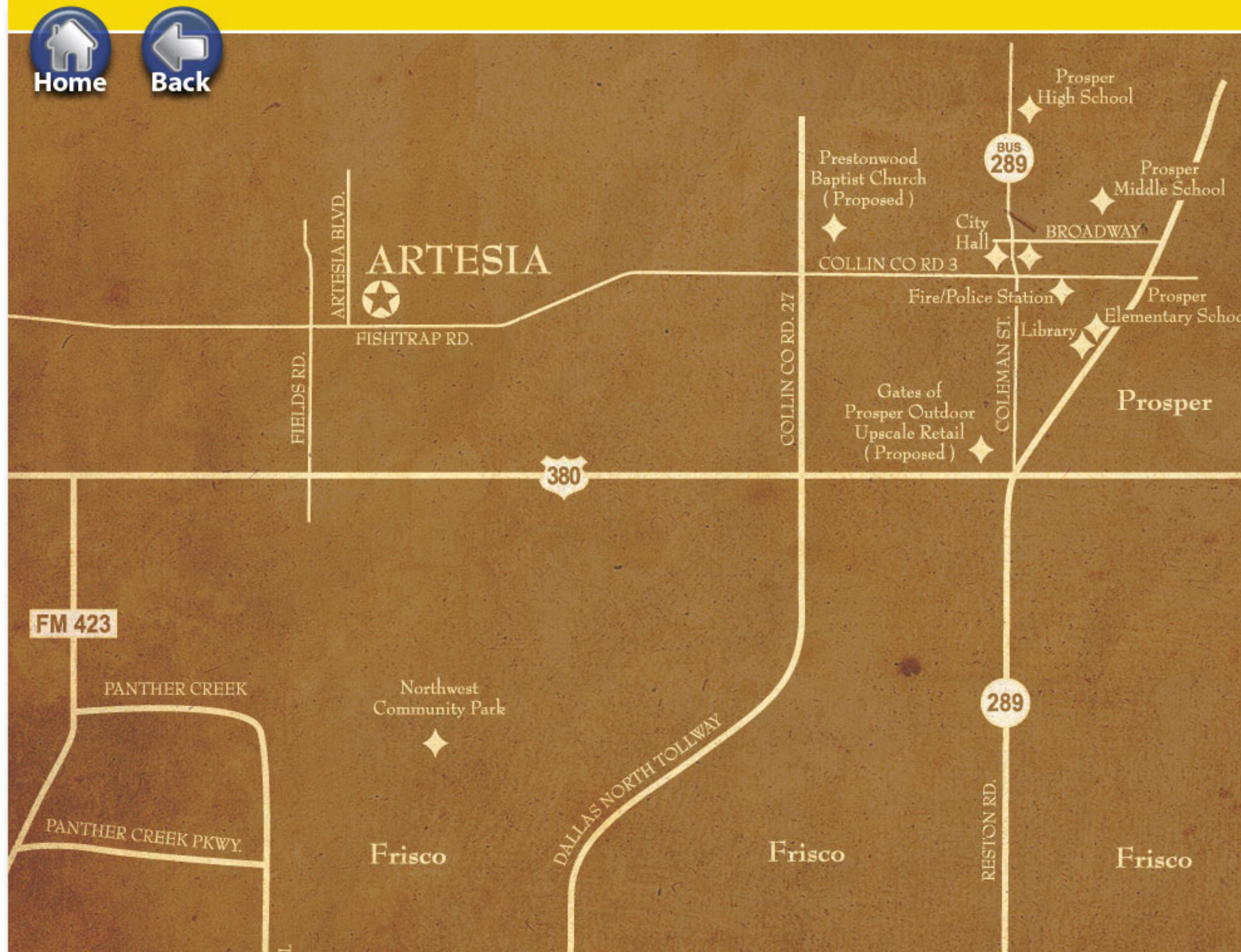
Prospect learn about the community features and benefits



Home



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DRIVING DIRECTIONS

From the Dallas North Tollway

- 1 Continue North on Dallas Parkway
- 2 Turn left on SH 380 and continue approx. 2.3 miles.
- 3 Turn right on Fields Road and right on Fishtrap Road.
- 4 The community will be on your left at Artesia Blvd.

From The Colony/Little Elm

- 1 Take FM 423 North and turn right on SH 380 and continue approx. one mile.
- 2 Turn left on Fields Road and right on Fishtrap Road.
- 3 The community will be on your left at Artesia Blvd.

Phone:
888-246-2058

Sales Office Hours:
Mon-Sat 10AM-7PM
Sun 12PM-7PM

Driving Directions

Prospects access office hours, phone numbers and driving directions

FIND THE PERFECT SCHOOL

Minshaw Elementary

Ruth Dowell Middle School

McKinney Boyd High School

McKinney Independent School District

McKinney ISD earns a "recognized" rating from the Texas Education Agency.

Despite facing significantly higher accountability standards this year, for the first time in the history of the rating system, McKinney ISD earned a recognized rating, the second highest rating afforded by the Texas Education Agency. Furthermore, nine MISD campuses were awarded the highest rating of exemplary and seven MISD campuses were named recognized, decreasing the number of acceptable campuses to three. Some of the most significant increases were noted at the secondary level. Both Dowell Middle School and Scott Johnson Middle School boosted their ratings from acceptable to recognized, and McKinney North High School has earned the exemplary rating.

This rating has been one of our goals for three years, but it is not the ultimate goal; it is just the first step toward meeting the academic needs for all MISD students. McKinney ISD is proud of this community and proud that the achievement of MISD will reflect positively on the students, the school district and our patrons."

School Districts

Prospects searching by school district appreciate the details

Student Life

Art Club

Athletics

School Band

CHEERLEADING

Choir

Dazzlers

Drama

Fellowship of Christian Athletes

National Junior Honor Society

Orchestra

Pep Squad

Science Club

STOMP TEAM

Student Council

School Stats:

Year Opened:
1995

Mascot:
Lion

Colors:
Blue & Gold

Ruth Dowell Middle School

Grades 6-8

(469) 742-6700

Motto:

Wild about Learning
Crazy About Success.

McKinney ISD Mission Statement:

We Believe:

- ★ That every person deserves to be valued & respected.
- ★ Successful schools are the responsibility of the entire community.
- ★ We must be fiscally responsible & wise stewards of our resources.
- ★ Diversity strengthens our community & enriches our schools.
- ★ In the highest standards of conduct.
- ★ In challenging each student to achieve his/her highest potential.
- ★ Every student deserves to have a great teacher.
- ★ That our staff is our greatest resource for student success.
- ★ We have the responsibility to provide the staff with the support & resources to be successful.
- ★ Learning occurs best in a safe, orderly & nurturing environment.
- ★ That a well-rounded, rigorous curriculum will prepare students for success in life.
- ★ People learn at different rates, have different capacities and each person's path deserves to be valued equally.

<http://www.mckinneyisd.net>

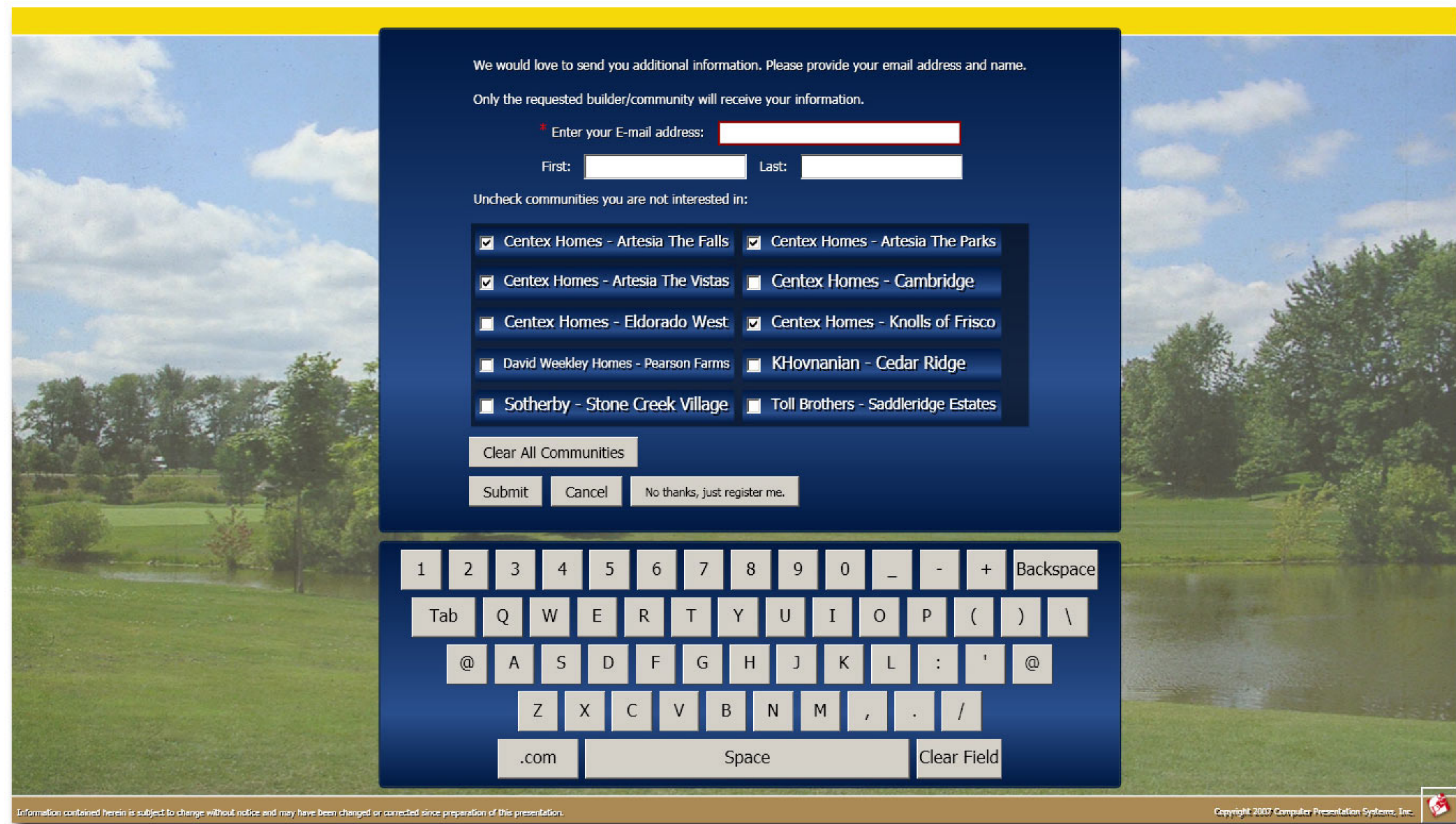
School Details

School details are presented in a fun and engaging way



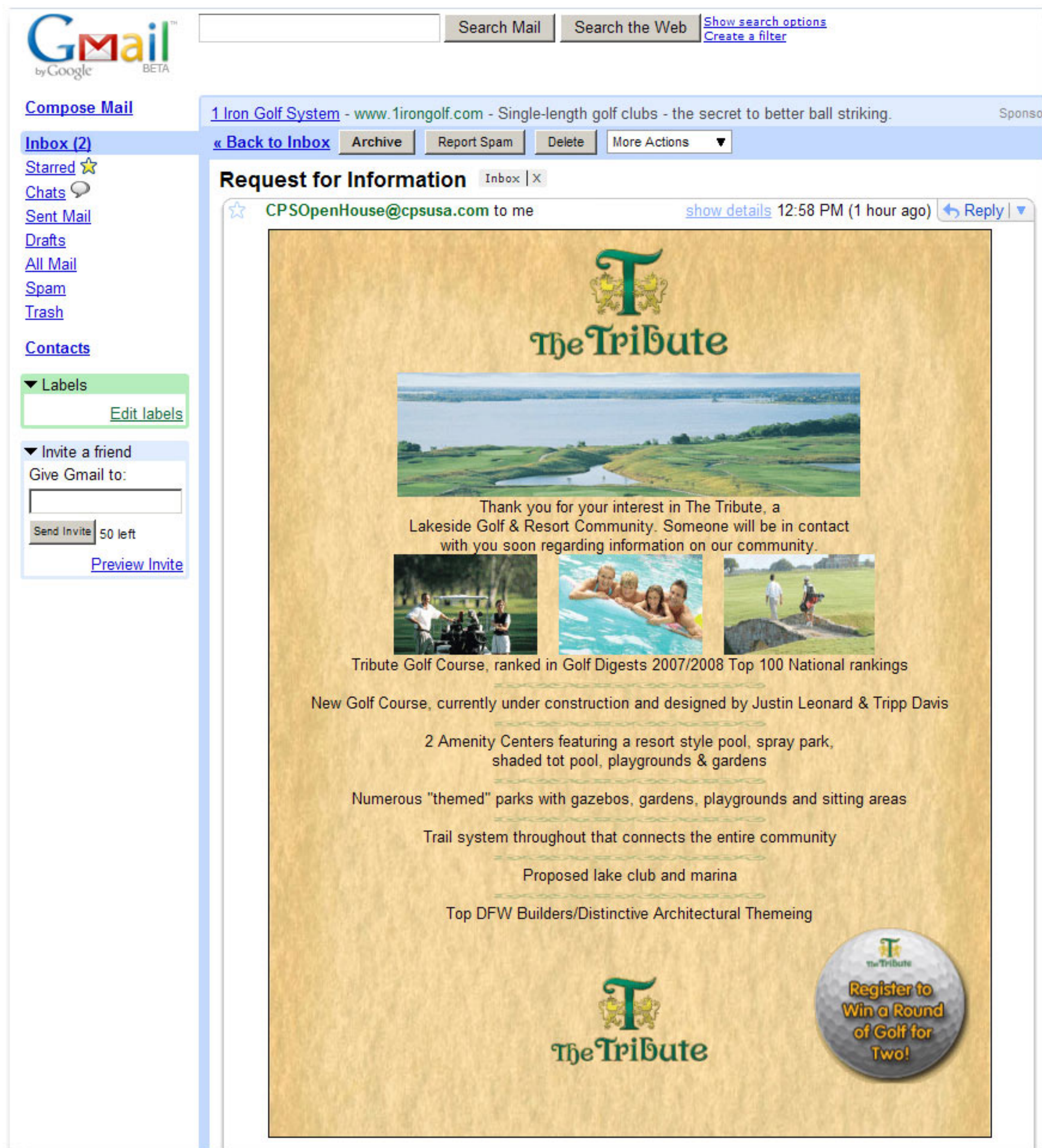
Search Criteria

Prospects designate search criteria and then drill down on the results



Registration

Prospects can register for more information and request instant E-brochures



E-Brochure

Prospects receive E-brochures in their inbox just moments after registration