

# SalesTouch Case Study:

## Rancho Mission Viejo AN INTERGENERATIONAL COMMUNITY



### The Community:

Rancho Mission Viejo is a 23,000 acre master planned, intergenerational community in Southern Orange County, CA with a ranching history dating back to 1882. Amongst the hustle and bustle of Southern California, The Ranch offers a unique way of life with 17,000 acres of permanent open space, agriculture including an orchard with thousands of avocado and lemon trees, the last working cattle ranch in Orange County, a full calendar of family events and many first class amenities. When the first village of Sendero opened in Summer 2013, it set the trend for planned, intergenerational communities with the addition of the age qualified enclave of Gavilan to its single- and multi-family home offerings. Rancho Mission Viejo was named the 2013 Master Planned Community of the Year by the National Association of Homebuilders.

### Marketing Objective:

Rancho Mission Viejo's objectives for the Guest House, which serves as a welcome center and starting point for home shoppers interested in life at Sendero, was to provide visitors with interactive tools to explore the extensive history and unique community lifestyle of the Ranch, introduce the eight homebuilders offering over 1,100 homes in 11 distinct neighborhoods and collect prospect registration data to share with community builders.

Four separate **SalesTouch** interactive touchscreen presentations were designed and installed in an appropriately themed section of the Guest House. RMV utilizes the individual presentations as a way to encourage home shoppers to engage with the four distinct selling aspects of the community: Ranch history, Ranch lifestyle and the homes offered in both Sendero and Gavilan.

CPS also developed an iOS and Android **SalesTouch** app to provide mobile registration and RMV information both onsite and via download. The free app provides an interactive community map, news and events, builder floor plans/elevations and a one-stop registration feature. The registration data is collected for use in CPS' CRM 2.0 application and disseminated to the developer and builders via email, web services and weekly reports. The Guest House offers 20 iPads for easy access to the app, as well.

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



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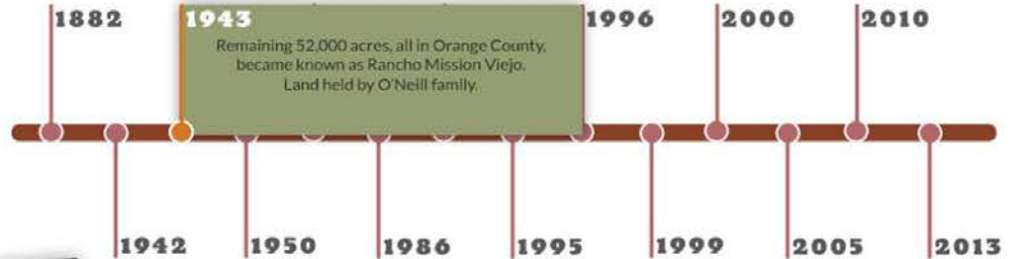
We put technology to work.





# Our DNA.

IT ALL BEGAN IN 1769 WHEN SPANISH EXPLORER GASPAR DE PORTOLA DISCOVERED THE VALLE DE SANTA ANA. SINCE THAT TIME, RANCHO MISSION VIEJO HAS SPUN ITS OWN UNIQUE STORY AND BLAZED ITS OWN ENDURING PATH.



TOUCH TO EXPLORE

- RANCH STORY VIDEOS
- THROUGH THE YEARS
- THE RESERVE
- ONE-STOP REGISTRATION

Information subject to change without notice and may have been changed or corrected without notice.

**Ranch History** The Ranch History area of the Guest House uses a 46" interactive touchscreen to display Ranch story videos about its history and its future, highlight key events throughout the years, introduce native habitat information and collect prospect registration.



## Ranch Life.

- AGRICULTURE
- CATTLE RANCHING
- NATIVE HABITAT
- SENDERO LIFESTYLE
- THE RESERVE
- THE RODEO

It's all here.

INTERACTIVE MAP

Take a hike.

THE RESERVE

TOUCH TO EXPLORE

Register here.

ONE-STOP REGISTRATION

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**Ranch Life** This area of the Guest House uses a 32" interactive touchscreen to portray Ranch lifestyle through videos about everything from agriculture to the annual rodeo. Home shoppers also learn about Ranch conservation efforts, explore local points of interest and have another opportunity to register their interest.



TOUCH TO EXPLORE

# Put down roots.

HOMES ON THE RANCH

## Take a hike.

THE RESERVE



## Take a gander.

SLIDE SHOW



## Join the crowd.

COMMUNITY CORE



# Register here.

ONE-STOP REGISTRATION

## Make the grade.

SCHOOLS



## Break a sweat.

RECREATION



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## The Homes

Home shoppers interested in either Sendero or Gavilan homes start their tour from a main layer that includes information on schools, recreation and the community core, in addition to the available homes.

# Your new to-do.

LIFE HERE ON THE RANCH IS IN THE WIDE OPEN. TAKE A CLASS ON THE PRADO. STROLL ALONG THE PASEO. CONQUER THE WORLD ALL AROUND. YOU DON'T HAVE TO THINK TOO HARD ABOUT HOW TO BE HEALTHY HERE. YOU JUST HEAD OUT THE DOOR.



HOMES ON THE RANCH

SCHOOLS

THE RESERVE

COMMUNITY CORE

RECREATION

SLIDE SHOW

ONE-STOP REGISTRATION

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## The Homes

These **SalesTouch** presentations provide a visual depiction of recreation on the Ranch and include rotating text. Home shoppers can also use an interactive builder map with links to all floor plans and elevations.

# Meet Sendero.

THERE ARE SEVEN DIFFERENT ALL-AGES NEIGHBORHOODS.  
SCOUT THEM ALL AND SEE WHAT FEELS RIGHT.



## TOWNHOMES



**LYON CABANAS** [VIEW](#)  
1 - 2 bedrooms  
1.5 - 2.5 baths  
approx. 1,006 to 1,557 sq ft  
from mid \$300s to mid \$400s



**LYON VILLAS** [VIEW](#)  
2 - 3 bedrooms  
2 - 3 baths  
approx. 1,323 to 1,644 sq ft  
from low \$400s to mid \$500s\*



**SHEA**  [VIEW](#)  
3 - 4 bedrooms  
2.5 - 3 baths  
approx. 1,419 to 1,791 sq ft  
from high \$400s to mid \$500s\*

## SINGLE FAMILY HOMES



**SEACOUNTRY** [VIEW](#)  
up to 4 bedrooms  
up to 4 baths  
approx. 1,800 to 2,000 sq ft  
from high \$500s to low \$600s\*



**TRI POINTE** [VIEW](#)  
3 - 4 bedrooms  
2.5 - 3 baths  
approx. 2,050 to 2,394 sq ft  
from high \$600s to mid \$700s\*



**RYLAND** [VIEW](#)  
3 bedrooms  
2.5 baths  
approx. 2,310 to 2,625 sq ft  
from low \$700s to low \$800s\*



**MERITAGE** [VIEW](#)  
3 - 4 bedrooms  
3.5 baths  
approx. 2,679 to 2,996 sq ft  
from high \$700s to mid \$800s\*

[CHECK OUT GAVILAN 55+](#)

\*All plans, pricing, and information provided by Neighborhood Builders and subject to change without notice. Square footage listed is approximate.

- [HOMES ON THE RANCH](#)
- [SCHOOLS](#)
- [THE RESERVE](#)
- [COMMUNITY CORE](#)
- [RECREATION](#)
- [SLIDE SHOW](#)
- [ONE-STOP REGISTRATION](#)

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## The Homes

The 46" touchscreens located in the Sendero and Gavilan areas of the Guest House introduce the neighborhoods and builders.

### EXTERIOR VIEWS

Full of rich architectural details, these Spanish, Monterey, Western Ranch and Rancho Adobe homes feature two-car garages, and are as gracious as they are livable. Make your choice from three- and four-bedroom plans—there's even an option for a bonus room or fifth bedroom.

Find out more about **TRI POINTE HOMES** [➔](#)

**RESIDENCE 1A** | 3 bedrooms | 2.5 baths | 2-car garage | 2-story | 2,050 sq ft |



[VIEW ROOM OPTIONS](#)

\*All plans, pricing, and information provided by Neighborhood Builder and subject to change without notice. Square footage listed is approximate.

**RESIDENCE 1A**  
3 bedrooms | 2.5 baths  
2-story | 2,050 sq ft\*

**RESIDENCE 2A**  
4 bedrooms | 3 baths  
2-story | 2,300 sq ft\*

**RESIDENCE 3A**  
4 bedrooms | 3 baths  
2-story | 2,394 sq ft\*

- [HOMES ON THE RANCH](#)
- [SCHOOLS](#)
- [THE RESERVE](#)
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## The Homes

Home shoppers can browse each builder's floor plans, room options and elevations. Community-specific amenities are available to explore, as well.





## RMV App

Home shoppers can use one of the 20 iPads included in the Guest House, or download the free app on their own iOS or Android device to view maps, floor plans and elevations.

## Easy sign-up.

CHOOSE YOUR FAVORITE NEIGHBORHOODS. WE'LL GET YOUR INFO TO THE BUILDER(S) YOU SELECT.

\* ALL FIELDS REQUIRED.

First name\*  Last name\*  Zip\*

Email\*  Confirm email\*

**SEND MY INFORMATION TO THE FOLLOWING NEIGHBORHOOD BUILDERS**  
Sharing allows you to get the most up-to-date information on plans, release availability, and builder-specific features.

### Sendero Neighborhoods

- Lyon Cabanas
- Lyon Villas
- Shea Townhomes
- SeaCountry Single Family Homes
- TRI Pointe Single Family Homes
- Ryland Single Family Homes
- Meritage Single Family Homes

### Gavilán Neighborhoods

- Standard Pacific Bungalows
- Standard Pacific Casitas
- Shea Single Family Homes
- Del Webb Single Family Homes

**REGISTER**

**CANCEL**

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HOMES ON THE RANCH

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## RMV App

The RMV app, as well as all four presentations on the larger touchscreens, includes a registration feature. The data is collected in CPS' CRM 2.0 MS SQL database and shared with the builders.