### SalesTouch Case Study:

B HOME AN JOSE, CALIFORNIA



### The Community:

Vicino is a KB Home commuter friendly, single family community in the Silicon Valley city of San Jose, CA. The community, which opened in summer 2012, has five desirable townhome-style condominium floor plans and is within walking distance from the shopping and dining mecca Santana Row.

### **Marketing Objective:**

At Vicino, it's all about location, and their slogan "Live just steps away from Santana Row" is expected to appeal to a young, urbanite demographic. Santana Row is one of the most popular destinations in the greater San Jose area and boasts many upscale, fashion-forward shops, a variety of street-front restaurants and a collection of late evening destinations that are sure to appeal. KB Home included an interactive area map as part of their SalesTouch presentation to highlight all the hot spots near their commuter friendly community.

Vicino offers 2- and 3- story townhome-style condos with desirable floor plans and more structural options than you would expect from a new home community in the Bay Area. KB Home wanted a way to highlight these well planned floor plans and the SalesTouch Move it - Move it® feature was the answer. Home shoppers are able to select and place virtual furniture onto the interactive floor plans, as well as display desired structural options.

Also of importance to KB Home was the SalesTouch prospect registration feature. Home shoppers enter their information to stay up-to-date and the Sales Team gathers the valuable data. Home shoppers can also send an e-brochure detailing their selected structural options and furniture selection.

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

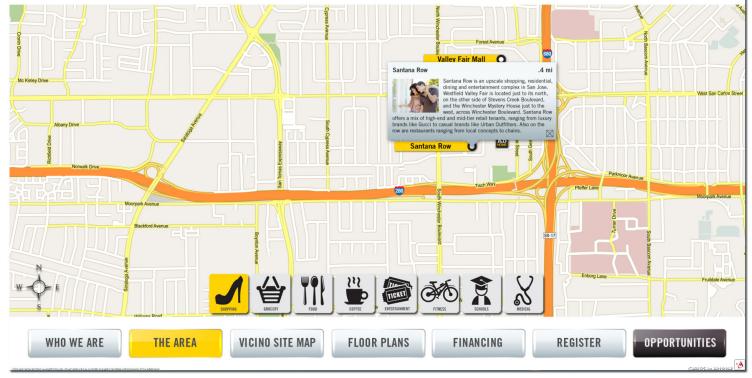






## VICINO





The Area

The *interactive* area map highlights the community's prime location within walking distance from Santana Row. Home shoppers touch to browse hot spots by category such as shopping, food, coffee, entertainment and fitness.

# VICINO





The *interactive* site map displays lot status, exterior elevation views and a lot-by-lot pop-up displaying unit and plan information.

## VICINO





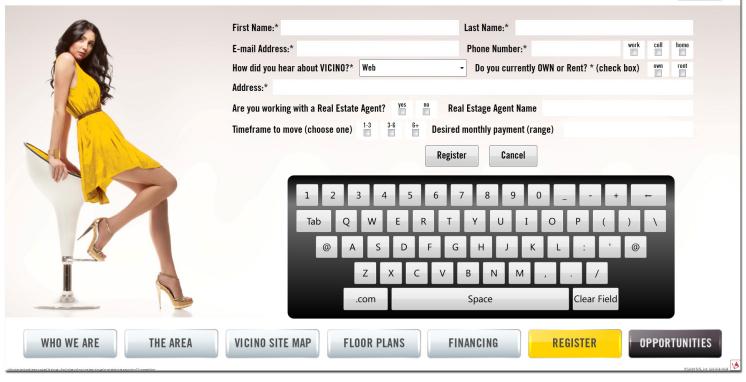
Move it-Move it®

SalesTouch allows home shoppers to visualize their new home by selecting and placing virtual furniture onto their desired floor plan. Selected structural options are also displayed.



## VICINO

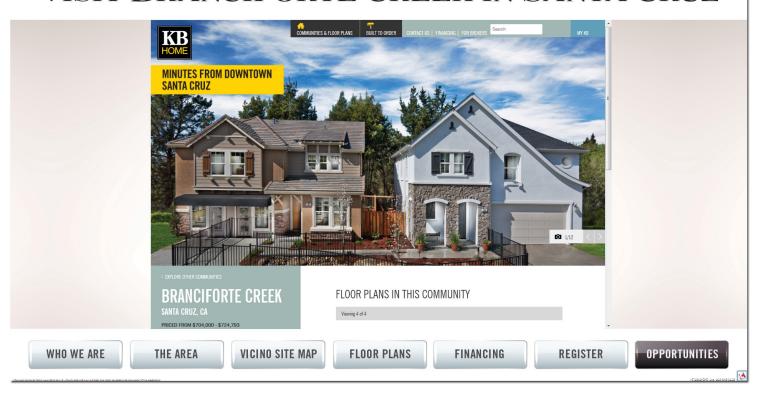




**Prospect Registration** 

Prospect registration allows home shoppers to stay up-to-date and provides the Sales Team with valuable information. Registration details can also be integrated with CPS' CRM 2.0 database.

#### VISIT BRANCIFORTE CREEK IN SANTA CRUZ



**Cross-Marketing** 

Sales teams can benefit each other and capture more sales by cross-marketing. Maybe Community X isn't exactly what the home shopper wants, but Community Y could be the opportunity they've been waiting for!