

# SalesTouch Case Study:

## Vicino

KB HOME  
SAN 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](mailto:sales@cpsusa.com).



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# VICINO



**Santana Row** .4 mi

Santana Row is an upscale shopping, residential, dining and entertainment complex in San Jose. Westfield Valley Fair is located just to its north, on the other side of Stevens Creek Boulevard, and the Winchester Mystery House just to the west, across Winchester Boulevard. Santana Row offers a mix of high-end and mid-tier retail tenants, ranging from luxury brands like Gucci to casual brands like Urban Outfitters. Also on the row are restaurants ranging from local concepts to chains.

**Navigation Bar:** SHOPPING, GROCERY, FOOD, COFFEE, ENTERTAINMENT, FITNESS, SCHOOLS, MEDICAL

**Menu:** WHO WE ARE, THE AREA, VICINO SITE MAP, FLOOR PLANS, FINANCING, REGISTER, OPPORTUNITIES

**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



**UNIT 89 - PLAN 2A**

STORIES	3
SQUARE FOOTAGE	1507 SQ FT
BEDROOMS	3
BATHS	3
GARAGE	2 CAR

**MAP LEGEND:**

- Available (Green circle)
- Model (Yellow circle)
- Sold (Red circle)
- Future Lots (Grey circle)
- Exterior Views (White circle)

**Menu:** WHO WE ARE, THE AREA, VICINO SITE MAP, FLOOR PLANS, FINANCING, REGISTER, OPPORTUNITIES

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

# VICINO



**PLAN 4 HIGHLIGHTS**  
 STORIES 3  
 SQUARE FOOTAGE 1784 SQ FT  
 BEDROOMS 3 - 4  
 BATHS 3.5 - 4  
 GARAGE 2 CAR

[BACK TO FLOOR PLANS](#)

**FURNITURE TYPE**

- Bedroom
- Dining Room
- Living Room

**LIVING ROOM FURNITURE**

- 6'5" Sofa
- 6' Sofa
- 4' Loveseat
- Chair w/Ottoman
- Chair
- 5' Coffee Table
- 3'8" Coffee Table
- 3' Entertainment Center
- 2'6" Entertainment Center



**OPTIONS**  
(TOUCH TO TOGGLE)

**FIRST FLOOR**

- DESK AND LOWER CABINETS AT BONUS ROOM
- UPPER AND LOWER CABINETS AT POWDER ROOM
- BEDROOM 4 AT BONUS ROOM
- BATH 4 AT POWDER ROOM
- SHOWER IN LIEU OF TUB AT BATH 4

**SECOND FLOOR**

- ISLAND #1 AT KITCHEN
- ISLAND #2 AT KITCHEN
- SHOWER IN LIEU OF TUB AT BATH 3

**THIRD FLOOR**

- UPPER CABINETS AT HALL
- SHOWER IN LIEU OF TUB AT MASTER BATH
- SEPARATE TUB AND SHOWER AT MASTER BATH
- SHOWER IN LIEU OF TUB AT BATH 2

[PLAN BROCHURE](#) [MY FLOOR PLAN](#)

- [WHO WE ARE](#)
- [THE AREA](#)
- [VICINO SITE MAP](#)
- [FLOOR PLANS](#)
- [FINANCING](#)
- [REGISTER](#)
- [OPPORTUNITIES](#)

**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



## PLAN 2 BROCHURE



[EMAIL PLAN BROCHURE](#) [PRINT PLAN BROCHURE](#)

[RETURN TO FLOOR PLAN](#)

- [WHO WE ARE](#)
- [THE AREA](#)
- [VICINO SITE MAP](#)
- [FLOOR PLANS](#)
- [FINANCING](#)
- [REGISTER](#)
- [OPPORTUNITIES](#)

**e-Brochures** Home shoppers can print a brochure for their desired home plan(s) or choose to have the brochure emailed. E-brochures are "green", cost effective and available to prospects *anywhere they access email*.



First Name:\*  Last Name:\*   
E-mail Address:\*  Phone Number:\*   work  cell  home  
How did you hear about VICINO?\*  Do you currently OWN or Rent? \* (check box)  own  rent  
Address:\*   
Are you working with a Real Estate Agent?  YES  NO Real Estate Agent Name   
Timeframe to move (choose one)  1-3  3-6  6+ Desired monthly payment (range)



- WHO WE ARE
- THE AREA
- VICINO SITE MAP
- FLOOR PLANS
- FINANCING
- REGISTER
- OPPORTUNITIES

## 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

COMMUNITIES & FLOOR PLANS | BUILT TO ORDER | CONTACT US | FINANCING | FOUR BROKERS | Search | MY KB

MINUTES FROM DOWNTOWN SANTA CRUZ

BRANCIFORTE CREEK  
SANTA CRUZ, CA  
PRICED FROM \$704,000 - \$724,793

FLOOR PLANS IN THIS COMMUNITY  
Viewing 4 of 4

- WHO WE ARE
- THE AREA
- VICINO SITE MAP
- FLOOR PLANS
- FINANCING
- REGISTER
- OPPORTUNITIES

## 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!