

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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Photo Credit: Rob Harris

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.



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

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!

LATITUDE MARGARITVILLE BEACH CLUB

A private beachfront club for residents of Latitude Margaritville. Escape to the place where fun and relaxation meet.

LPGA Boulevard, Daytona Beach

*Map not to scale. Artists Rendering.

*Touch a POI Item on the Map to Learn More

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

DISCOVER THE AREA Home shoppers can discover what's in the local Daytona area using the interactive points-of-interest map. Many places are within reach, including shopping, entertainment, beaches and healthcare. Each point of interest includes a pop-up, when touched, with detailed info.

Discover the MINTO DIFFERENCE

Minto Construction USA, based in Florida since 1978, has represented integrity, financial strength and enduring value to homeowners for nearly 40 years. Minto builds exceptional new homes and communities in popular resort locations to meet every lifestyle, with more than 25,000 new homes built in 44 communities. And now Minto is expanding to additional premier locations throughout the U.S.

Minto is dedicated to continuous improvement in design, quality and customer experience. Applied and recognized as an expert in building active-adult communities, Minto was awarded "Best Floor Plans for 55+" from Ideal Living magazine. These are just some of the elements that set Minto apart as an exceptional home builder and community developer, and have earned the company consistently high rankings from Elite Customer Service Surveys.

Minto has earned numerous regional and national awards for community and home design, including Best Mixed-Use Community and Best Clubhouse from the National Association of Home Builders (NAHB).

Discover the Minto difference to a... Better Home... Better Value... Better Life.

For more information about our award-winning communities visit MintoUSA.com

LATITUDE MARGARITVILLE

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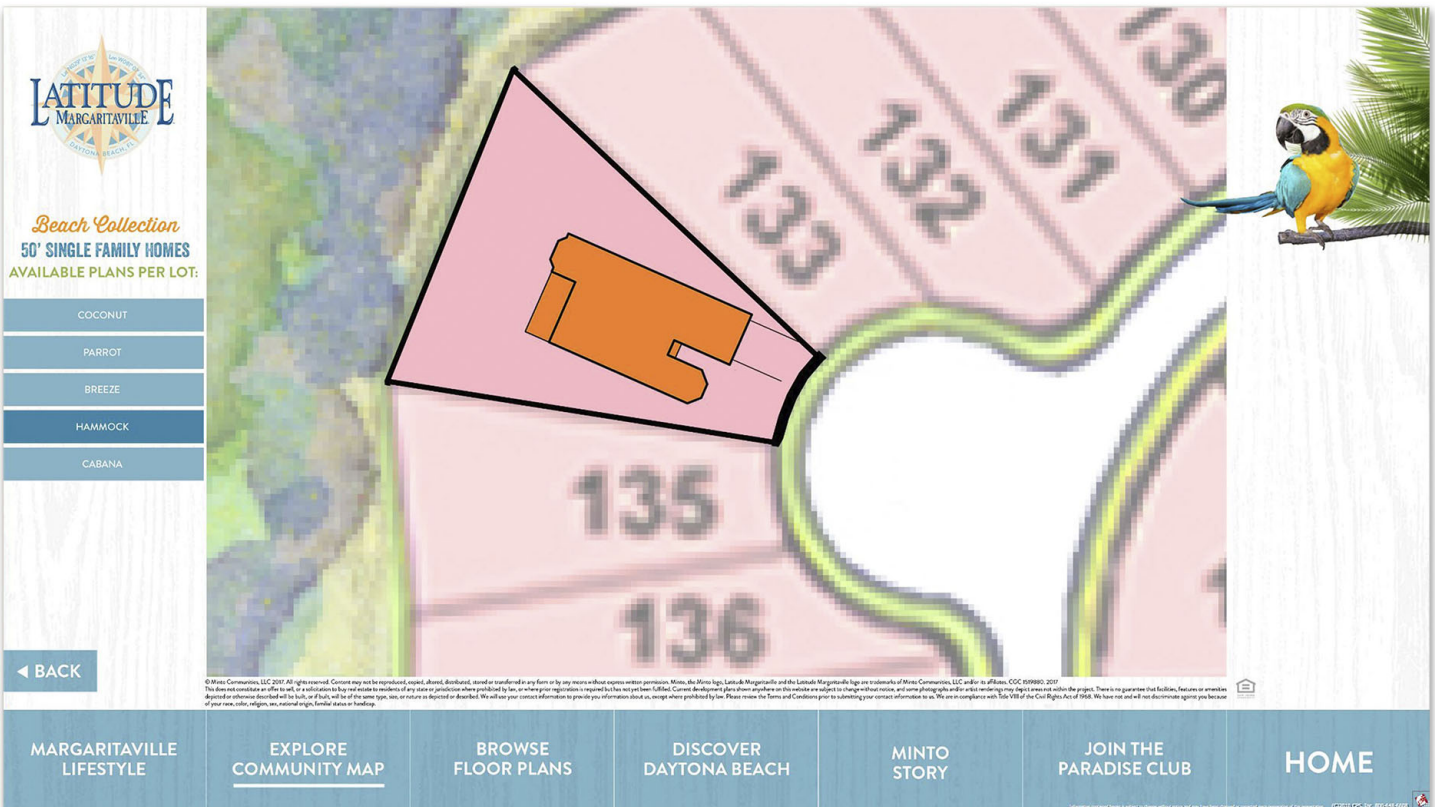
MEET THE BUILDER The builder's story is important and helps build trust with home shoppers. Minto offers a brief story and a map showing the location of their other successful communities. It also incorporates their website directly into the presentation.



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




ELEVATION A ELEVATION B

PLACE YOUR FURNITURE


BEDROOM


DINING ROOM


GREAT ROOM

GREAT ROOM FURNITURE

SOFA 6.5FT

SOFA 8FT

LOVESEAT

CHAIR

OTTOMAN

ENTERTAINMENT CENTER

COFFEE TABLE

BOOKCASE

PLANT

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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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.




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HAMMOCK | ELEVATION A | SCHEME B

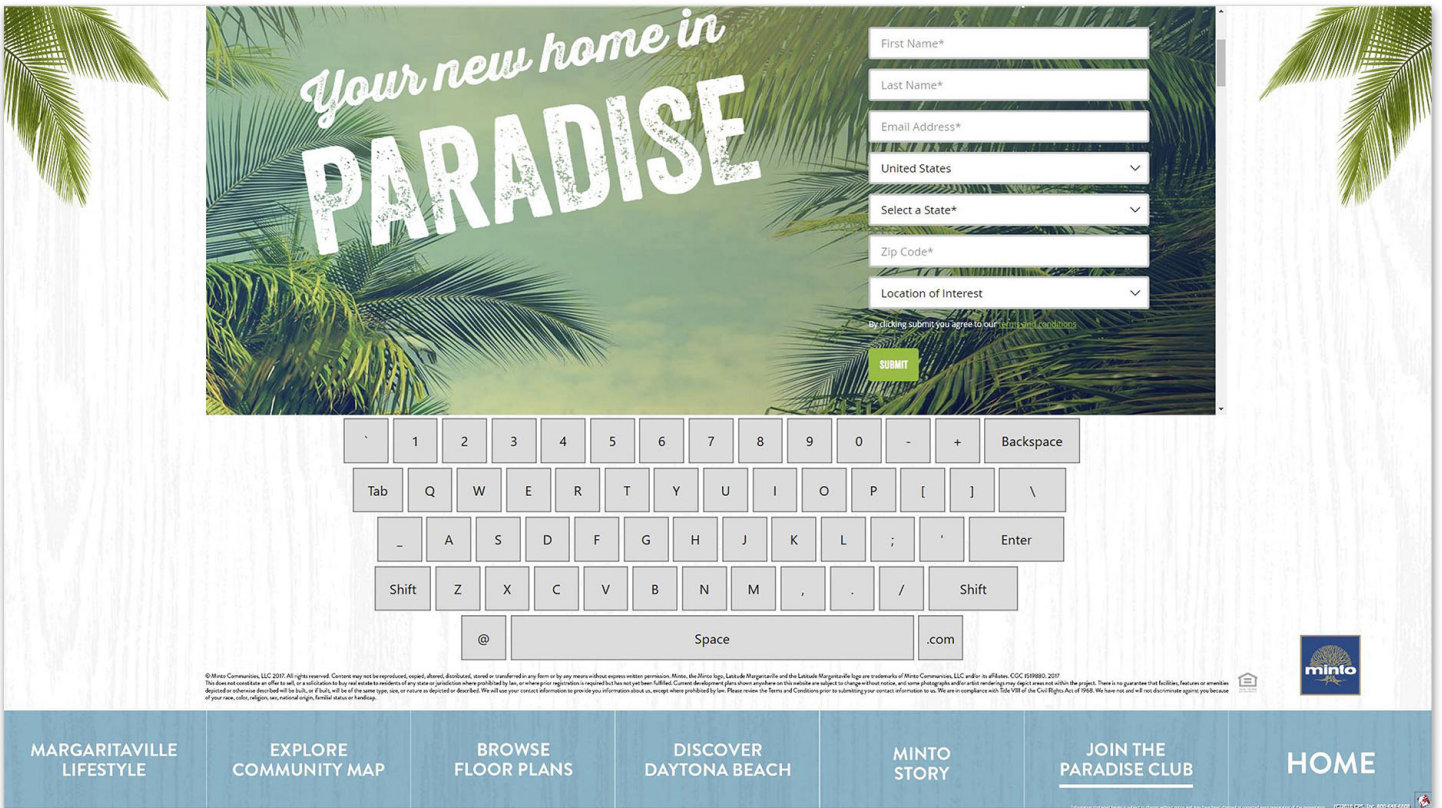
ELEVATION A ELEVATION B

COLOR OPTIONS

- Scheme 1
- Scheme 2
- Scheme 3
- Scheme 4
- Scheme 5
- Scheme 6
- Scheme 7
- Scheme 8

MARGARITAVILLE LIFESTYLE
EXPLORE COMMUNITY MAP
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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.



JOIN THE CLUB Prospect registration is a crucial aspect of selling new homes. The Latitude Margaritaville website is integrated into the presentation to capture leads for sales agent follow-up and to keep 55-and-better home shoppers in-the-loop on current events.



WOW FACTOR! 4K VIDEO WALL The 4k video wall features nine non-touch monitors and displays the SalesTouch presentation via a Microsoft Surface tablet. It also displays a screen saver and the presentation "Home" layer, which has movement in the waves crashing on the shore.