

Grand Palm Discovery Center

A PLACE OF EXPLORATION



The Community:

Grand Palm is a master plan community in the heart of Venice, Florida developed and built solely by Neal Communities, a large, regional builder. An amenity-rich community, Grand Palm was designed to appeal primarily to a retirement-oriented demographic and will have about 2,000 single-family homes at build-out. The community integrates many conservation efforts including a 39-acre lake, preserved trees throughout and 18 miles of trails and wildlife corridors.

Marketing Objective:

Neal Communities expected heavy traffic for this large master plan community, so they designed a sales center with the capacity and design elements to accommodate the volume. Technology is an integral part of the Discovery Center sales office that encourages home shoppers to explore and learn more.

The Discovery Center uses *multiple technology platforms* to engage home shoppers. A 4k 65" touchscreen table is the starting point for home shoppers and provides interactive aerial map tours of the community. Four 46" interactive touchscreen tables utilize the complete community presentation and encourage visitors to explore floor plans, the builder story, amenities, and the local area. All 5 tables break from the traditional topo look with contemporary-styled surfaces.

An iPad rounds out the technology in the Discovery Center and primarily serves as a *prospect registration "kiosk"*, but also provides the full interactive presentation. The data collected is utilized through 3rd party integration.

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



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- AMENITIES
- TRAILS
- MODELS
- HOME SERIES

NEAL COMMUNITIES
Where You Live Matters

2015 BUILDER OF THE YEAR

Southwest Florida's Most Experienced Home Builder For Over 40 Years

COMMUNITY INTRODUCTION

Home shoppers start their interactive tour from the 4k 65" touchscreen table that uses an aerial view of the community to highlight key aspects with interactive pop-ups: numerous amenities, expansive walking trails and the location of the models and each home series.



[BACK TO BUILDER STORY](#)

OUR HISTORY

Here at Neal Communities, while we *celebrate* everyday milestones and *cherish* our hard working team of professionals, we also continually *honor* our roots.

OVER
40
YEARS
HISTORY OF
EXCELLENCE

NEAL COMMUNITIES
Where You Live Matters

Neal's excellence in home building and residential developing has provided quality residences for over 8,600 Florida families in 60 communities.

1970-75	1976-80	1981-85	1986-90	1991-95	1996-2000



- 1981- 83
 - > Wildewood
 - > Springs II
- 1982 & 1984
 - > Award for Meritorious Public Service as Most Effective in Committee in the Florida Senate
- 1983
 - > Florida Audubon Society Legislative Award
- 1984
 - > Sierra Club Legislative Award
- 1985- 87
 - > Azalea Park

2015 Professional Builder BUILDER OF THE YEAR

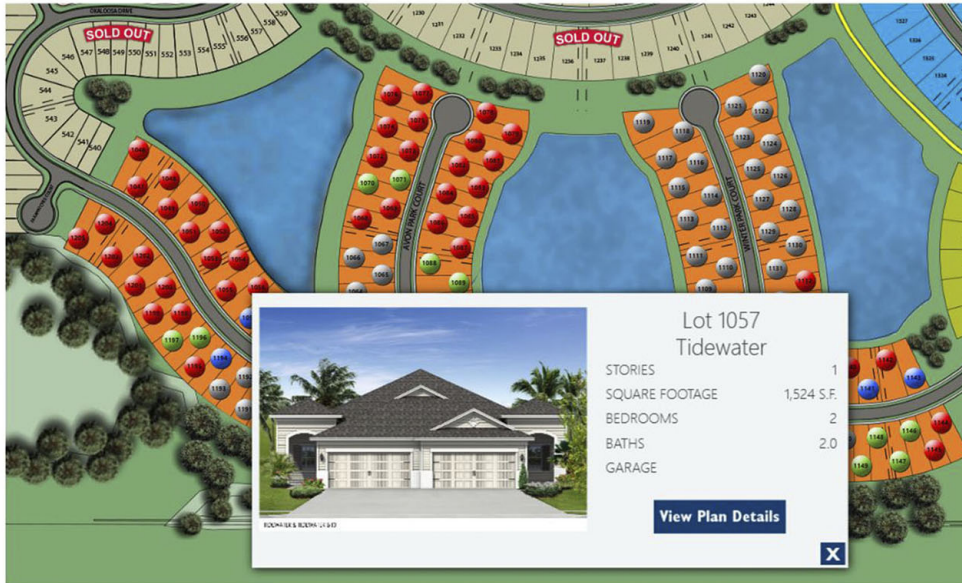


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NEAL COMMUNITIES
Where You Live Matters

BUILDER STORY

Neal Communities is a large, regional builder competing with a number of national builders. This section highlights their successes, long history, community outreach and also provides cross-sell opportunities with an interactive communities map.



A GRAND SITE TO BEHOLD

- CELEBRATION SERIES | 1,812 to 2,731 Sq. Ft.**
Celebration homes offer more bedrooms and living space to those who need it, with plans up to 5 bedrooms. Your home is always as practical as it is beautiful.
- COVE SERIES | 1,870 to 2,427 Sq. Ft.**
These fresh homes reflect the best of Florida living with open, livable floor plans and wonderful outdoor living space, ideal for entertaining.
- CORAL SERIES | 1,434 to 1,842 Sq. Ft.**
These unique paired villa homes are maintenance-included and offer all the space you need. Less maintenance means more time for the things you love.
- COASTAL SERIES | 2,453 to 3,346 Sq. Ft.**
Our Coastal series homes are beautifully designed - perfect for enjoying the Florida outdoor lifestyle. These spacious residences include 3-car garages and are a wonderful choice for those whose focus is entertaining and memorable living.

[BACK TO OVERALL MAP](#)

- FEATURE HOMES
- AVAILABLE
- SOLD
- NOT YET AVAILABLE
- MODEL HOMES
- DC DISCOVERY CENTER
- WALKING TRAILS
- SOLD OUT

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THE MASTER PLAN

The sitemap is arranged by color-coded home style collections. Home shoppers zoom-in to each collection to explore real-time homesite availability and can drill-down to individual floor plans from each homesite.



CELEBRATION SERIES

ACCLAIM | 3BED/3BA

Living Area	2,389 Sq. Ft.
Garage	438 Sq. Ft.
Lanai	139 Sq. Ft.
Entry	93 Sq. Ft.
Total Area	3,059 Sq. Ft.

[PLAN DIMENSIONS ON](#)

MAKE IT YOUR OWN

- [FLEX & HARDWARE OPTIONS](#)
- [FURNITURE SELECTION](#)
- [ELEVATION GALLERY](#)
- [BACK TO ALL FLOOR PLANS](#)
- [VIEW COMMUNITY MAP](#)

NOTES & DOODLES

[DRAW ON](#) [ERASE](#) [CLEAR](#) [EMAIL](#)

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FLEX & HARDWARE OPTIONS

- BATH 2 DOUBLE SINK
- BATH 2 SHOWER
- BONUS RM W/ 2ND MASTER
- DEN
- KITCHEN HIGH BAR ISLAND
- LANAI DOOR
- LAUNDRY TUB
- OUTDOOR KITCHEN WALL
- POCKET SLIDING GLASS DR

- COFFERED CEILING
- GREAT ROOM
- ELEVATION S1
- ELEVATION T2

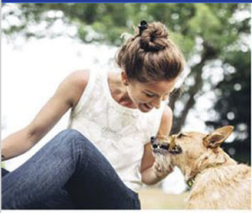
HOME



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EXPLORE HOME PLANS

Home shoppers explore plans, "try-on" interactive options, visualize the space with Move it - Move it® virtual furniture, make notes with an onscreen mark-up feature and view elevations. The plans, including all notes and selected options, can be emailed.



SHARKY'S ON THE PIER

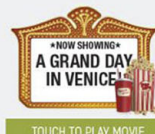
Well known, beachfront restaurant that boasts a tiki bar and a fishing pier. This Venice classic is family friendly and is known for a variety of menu items.

1600 Harbor Dr, Venice, FL 34285
8.2 miles



LIVE THE GRAND LIFE!

- SHOPPING
- RESTAURANTS
- ATTRACTIONS | ENTERTAINMENT
- PARKS
- MEDICAL | EMERGENCY
- SCHOOLS | LIBRARIES
- GOLF COURSES
- PLACES OF WORSHIP
- FITNESS
- BANKS | POST OFFICES



TOUCH TO PLAY MOVIE

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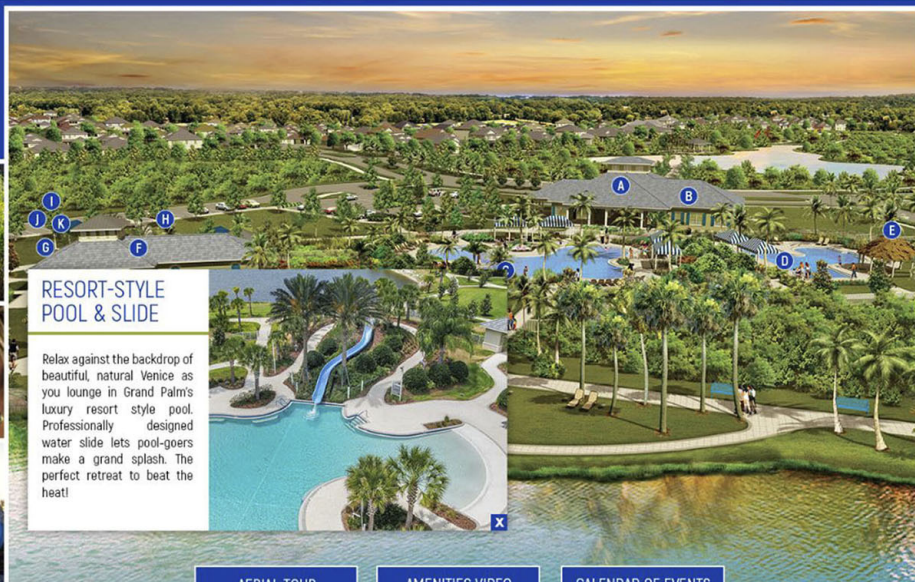
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COMMUNITY CONNECTION

An interactive map markets the relationship of the community to the overall area. Shoppers see the community's connection through local points of interest and view more information for each with interactive pop-ups. Video is also available.



EXCITING amenities



RESORT-STYLE POOL & SLIDE

Relax against the backdrop of beautiful, natural Venice as you lounge in Grand Palm's luxury resort style pool. Professionally designed water slide lets pool-goers make a grand splash. The perfect retreat to beat the heat!

AERIAL TOUR

AMENITIES VIDEO

CALENDAR OF EVENTS

- A Palm House
- B Fitness Facility and Recreation Area
- C Resort-Style Pool and Slide
- D Fitness Pool
- E Tiki Hut
- F Pavilion and Picnic Area
- G Adventure Playground
- H Grand Splash
- I Basketball and Volleyball
- J Big Bark and Playful Paws Dog Parks
- K Tennis Courts
- L Bocce Ball Court
- M 32-Acre Adventure Lake



TOUCH TO EXPLORE THE TRAILS

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DISCOVER AMENITIES

An interactive community graphic highlights key amenities and encourages discovery using pop-ups with detailed information. This section also provides aerial and amenities videos, a full calendar of events and an interactive trails map.