SalesTouch Case Study:

Greenwich Village
SPY ROCK REAL ESTATE
VIRGINIA BEACH, VA

The Community:

Spy Rock Real Estate Group targets multifamily and mixed use properties primarily in urban locations. Their ideal project is close to entertainment, employment centers and major transportation corridors.

Greenwich Village Apartments is a new urban construction development in Virginia Beach, VA that opened in early 2012.
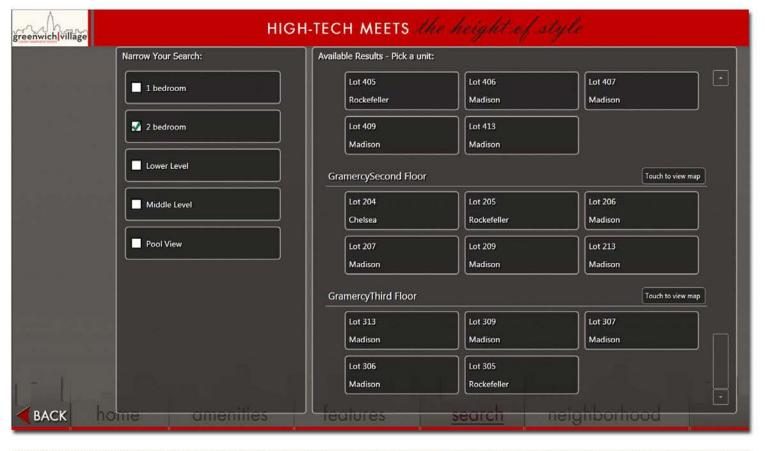
Marketing Objective:

Greenwich Village Apartments has 224 one- and two-bedroom units in three four-story buildings. The apartment homes offer stylish features such as stainless appliances, granite counters, designer-selected finishes and individual balconies. This urban, luxury apartment community is the newest in the area and boasts a New York style clubhouse, is centrally located in the heart of Hampton Roads and has easy access to the highway and light rail.

Greenwich Village uses *SalesTouch* in their leasing office as both an informational tool and as a way to highlight their new community and well appointed floorplans. The touchscreen presentation delivers both interactive floorplans and neighborhood "hot spot" map. They enjoy real-time inventory by integrating *SalesTouch* with a third-party inventory management system.

SalesTouch's Move it – Move it® furniture placement feature allows prospective residents to visualize their new apartment home by selecting and arranging furniture on their desired floorplan. Greenwich Village was one of the first to implement this new feature. We welcome you to browse through this case study to view some screens from their interactive touch-screen presentation. To learn more about *SalesTouch*, please contact us at (800) 648-6608 or at sales@cpsusa.com.

Computer Presentation Systems, Inc.
3035 Prospect Park Drive, Suite 90, Rancho Cordova, CA, 95670
www.cpsusa.com 800-648-6608

We put **technology** to **work**.

greenwich village

Narrow Your Search:

- [ ] 1 bedroom
- [x] 2 bedroom
- [ ] Lower Level
- [ ] Middle Level
- [ ] Pool View

Available Results - Pick a unit:

| Lot 405 Rockefeller | Lot 406 Madison | Lot 407 Madison |
| Lot 409 Madison | Lot 413 Madison | |

GramercySecond Floor   Touch to view map

| Lot 204 Chelsea | Lot 205 Rockefeller | Lot 206 Madison |
| Lot 207 Madison | Lot 209 Madison | Lot 213 Madison |

GramercyThird Floor   Touch to view map

| Lot 313 Madison | Lot 309 Madison | Lot 307 Madison |
| Lot 306 Madison | Lot 305 Rockefeller | |

BACK   home   amenities   features   search   neighborhood

Search Plans

Search for available units by criteria such as "2 bedroom" or "Pool View". Greenwich's available inventory is real-time since *SalesTouch* integrates with their inventory management system.

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greenwich village

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Floor plan units: 309, 311, 312, 314, 315, 307, 310, 313, 316, 308, 306, 301, 305, 302, 304, 303

Map LEGEND:

- 🟢 Available
- 🟣 Reserved
- 🟠 Coming Soon
- 🔵 Occupied

gramercy

flatiron

touch magnifying glass
to view entire community map

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Community Map

While searching available inventory, prospective residents can touch to view the community map to see building layout and available units matching their search criteria.

greenwich|village

Move it—Move it®

Bedroom | Dining Room | Living Room | Other

Bedroom

King Bed | Queen Bed | Double Bed

Dresser | Chest | Armoire

Nightstand

master bath

dining

bath

master bedroom
12'-0" x 12'-5"

ster bedroom
3'-0" x 12'-0"

balcony

X

BACK | home | amenities | features | search | neighborhood

Floorplan Details   A picture is worth a thousand words...display interior images by clicking on the camera icons.

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Move it—Move it®

Bedroom | Dining Room | Living Room | Other

Dining Room

5'x4' Table | 5'x4' Table | 4'x4' Table

3'x3' Table | 3'x18" Table | Credenza

Barstool

master bath

dining

bath

great room
17'-0" x 17'-0"

master bedroom
12'-0" x 12'-5"

master bedroom

balcony

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Move it — Move it®   *SalesTouch*'s Move it – Move it® furniture placement feature helps prospective residents visualize their new home..they simply select and place furniture onto the desired floorplan.

greenwich|village
LUXURY APARTMENT HOMES

state of the art fitness center

New York style clubhouse

shaded lounge & grilling areas

resort-style pool with fountain

home | **amenities** | features | search | neighborhood

Amenities   Simple images convey a powerful marketing message about the community's amenities.

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greenwich|village
LUXURY APARTMENT HOMES

individual balconies

expansive windows

gourmet kitchens

stainless appliances
granite countertops
walk-in closets
energy-efficient washer & dryer

stylish flooring

designer-selected bath & light fixtures
spacious bath with double sinks

home | amenities | **features** | search | neighborhood

Features   Prospective residents explore features such as gourmet kitchens, walk-in closets and individual balconies.

Neighborhood LIVING ESSENTIALS

greenwich|village
LUXURY APARTMENT HOMES

Downtown Norfolk, VA

virginia beach oceanfront 9 miles →

virginia beach blvd

greenwich rd

new town rd

princess ann rd

wilchduck rd

baxter rd

independence blvd

s plaza trail

indian river rd

campostella rd

atlantic ave

n battlefield blvd

providence

1 Kroger
2 Harris Teeter
3 Farm Fresh
4 Target
5 Regent University
6 Sentara Leigh Hospital
7 Tide Light Rail Station

Farm Fresh

4872 Princess Anne Rd

(757) 499-0442

◀ BACK home amenities features search neighborhood

Neighborhood Map

It's all about "location, location, location" and the interactive neighborhood map highlights the local hotspots: entertainment, outdoor activities, restaurants, shopping and living essentials.

Email not found. Please enter your information to register:

APARTMENT LIVING

greenwich|village

Downtown Norfolk amenities | virginia beach oceanfront | New York luxury

How did you hear about us? Email: sales@cpsusa.com

First: Last:

First: Last:

Address:

City: Province/State: Postal/Zip:

Do not call: ☐ Country:

Do not mail: ☐ Home #:

Do not email: ☐ Mobile #:

Work #:

Register Skip

register & stay informed ▶

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home amenities features search neighborhood

Prospect Registration

Prospect registration is easy with the on-screen keyboard...and the Leasing Team gets needed demographic information. *SalesTouch* offers both basic and detailed demograhpic registration.