

SalesTouch Case Study:

Highland Homes

BRANDED iPad PRESENTATIONS



The Company:

Highland Homes, founded in 1996, is a regional builder with new home communities throughout Florida. They offer over 30 home plans and a variety of options. Each home plan is offered at multiple communities and home shoppers are able to select a community based on a chosen plan. Highland's communities are single-family homes or townhomes and vary in size and number of lots. Communities offer sales offices and at least one model plan for home shoppers and realtors to tour.

Marketing Objective:

Highland Homes wanted interactive iPad presentations to use as sales tools within their sales offices. The iPad presentations were desirable because agents could also use them while showing model homes. The marketing team's initial objective was to have a "branded" presentation style with a consistent look and feel that could be used throughout all communities. Additionally, the presentation needed to provide the flexibility to display community specific images and copy within the presentation. Some sales offices also offer large screen presentations in addition to the iPads.

Another objective of Highland Homes was the ability to have direct access to pricing and lot status changes, which **SalesTouch** provides through a web-based maintenance utility.

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



COMPUTER PRESENTATION SYSTEMS, INC.
Sales/Marketing, Scheduling and Warranty Software Solutions
www.cpsusa.com | 800.648.6608 | info@cpsusa.com

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



BUILDER STORY

Home shoppers learn about the builder's history and experience through a brief description and model home images that rotate on-screen.



SITE MAP

The site map displays homesite availability and home shoppers are able to touch each lot to see which floor plans "fit" on that lot. They can drill down further to floor plans directly from the map. This community also allows shoppers to browse the map by lot size.

HOME PLANS for 70' HOMESITES
5 Bedrooms • 2-3 Baths • 1,715-3,315 Sq. Ft. • From \$171,900



 REMINGTON IV From \$175,900 4 Bedrooms • 2 Baths 1,841 Sq. Ft. • 2 Car Garage	 SHENANDOAH II From \$187,900 4 Bedrooms • 3 Baths 2,034 Sq. Ft. • 2 Car Garage	 WESTIN From \$204,900 4 Bedrooms • 3 Baths 2,247 Sq. Ft. • 2 Car Garage	 WYATT From \$199,900 4 Bedrooms • 2 Baths 2,395 Sq. Ft. • 2 Car Garage
 WINDEMERE From \$225,900 5 Bedrooms • 3 Baths 2,827 Sq. Ft. • 3 Car Garage	 WILLOW II with LOFT From \$237,900 5 Bedrooms • 3 Baths 2,956 Sq. Ft. • 3 Car Garage	 WINDEMERE with LOFT From \$250,900 5 Bedrooms • 3 Baths 3,315 Sq. Ft. • 3 Car Garage	



HOME PLANS

Each community provides a home plan selection screen summarizing plan details and arranged by square footage. Shoppers select home styles to view floor plans, interior photos and even plan videos!

SHENANDOAH II
From \$187,900

BERKLEY RESERVE
AUBURNDALE, FL
Homes from the \$150's

EXTERIOR ELEVATION

• Elevation A

PLAN DETAILS

- 4 Bedrooms
- 3 Baths
- 2 Car Garage

Living Area Sq. Ft.

- Living Area: 2,034
- Garage: 423
- Entry: 34
- Land: 264

[VIEW INCLUDED FEATURES](#)

[EMAIL PLAN BROCHURE](#)

[NEXT HOME PLAN](#)

PLACE YOUR FURNITURE

LIVING ROOM FURNITURE

- 6"5" Sofa
- 6' Sofa
- Loveseat
- Chair w/Ottoman
- Chair
- Coffee Table

EXPLORE FLOOR PLAN

- View Interior Photos
- View Interior Video

MARK-UP YOUR PLAN

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

HOME PLANS

Interactive floor plans allow shoppers to "try on" options and furniture, browse exterior elevations and view included features. Many plans offer interior photo views and video! A "mark-up" feature lets shoppers make notes and include them in their email on-demand brochure.

Highland Homes
The value leaders.

BERKLEY RESERVE
AUBURDALE, FL
Homes from the \$150's

SHOPPING & GROCERY
EDUCATION
SAFETY & CONVENIENCES
PARKS & RECREATION
ATTRACTIONS

TECO AUBURDALE TRAIL
TENOROC SHOOTING RANGE
LAKE MYRTLE SPORTS COMPLEX
AUBURDALE DOG PARK
LAKE ARIANA PARK
DOWNTOWN CITY PARK
SADDLE CREEK PARK
LAKE ANETTA
LAKE VIN
LIONS PARK & BOAT RAMP
LITTLE LEAGUE SPIVEY COMPLEX
LAKE ANASIS
LAKE ROACHELLE
HAMPTONS GOLF CLUB
AUBURDALE SOFTBALL COMPLEX
SIMMERS-YOUNG PARK
LAKE HOWARD
LAKE L'OWERY
LAKE HANES
LAKE HOORY
LAKE FERRIER
LAKE PARKER
LAKELAND
LAKE HOLDINGS
LAKE HOWARD
WINTER HAVEN

CYPRESS GREENS
Cypress Greens is a 9 Hole golf course located in Lake Alfred, Florida. With water pressed on 7 holes, dime size greens, and some narrow fairways, Cypress Greens has proven to be a challenge for every level of golfer. With great year round rates, Cypress Greens is without a doubt the best value in Polk County.

HOME **OUR STORY** **THE AREA** **SITE MAP** **HOME PLANS** **DESIGN CENTER** **BUILD WITH US**

CCP #P01810

POINTS OF INTEREST Points of interest are interactive and displayed by category such as "Education", "Parks & Recreation" and "Attractions". Home shoppers can touch each hotspot to view a popup with more information.

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BERKLEY RESERVE
AUBURDALE, FL
Homes from the \$150's

Construction Process
Building a home is a very exciting time - Learn about the experience of building with Highland Homes.

Personal Selection Studio
The Personal Selection Studio was created to make your choices easier. Our Design Consultants are here to help guide you through the process of designing your new home.

Preferred Lenders
Highland Homes works with a network of quality preferred lenders to provide you with the best financing options and highest level of service.

Warranty Protection
When you build with Highland Homes, you are covered. Discover the outstanding customer service and warranties we provide after you move into your new home.

FAQ
Since 1996, Highland Homes has been helping homebuyers just like you. Our team members are dedicated to delivering the American Dream and your total satisfaction.

Testimonials
What makes Highland Homes an exceptional company? We asked the people who live in our homes - see what our customers have to say about building with Highland Homes.

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MORE INFO Each presentation offers a section with more information about the builder's build and design process, warranties, FAQs, preferred lenders and home buyer testimonials. Video is also incorporated into the testimonials.