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.





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

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!

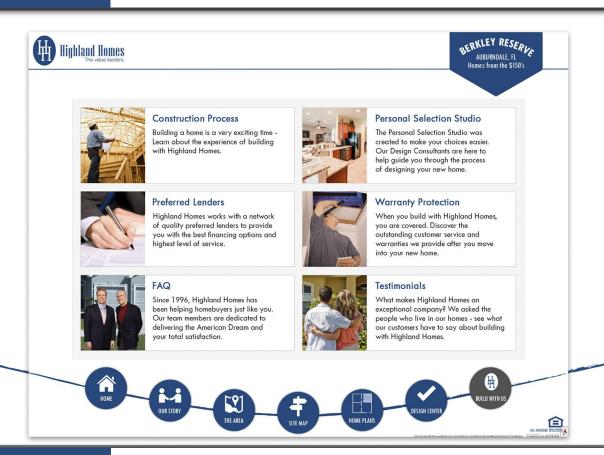


HOME PLANS Interactive floor plans allow shoppers to "try on" options and furniture, browse exterior elevations and view included features. Many plans offer interior photo views and video! A "mark-up" feature lets shoppers make notes and include them in their email on-demand brochure.



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.



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.