

SalesTouch Case Study:

The Isles of Collier Preserve

MINTO
NAPLES, FL



The Community:

The Isles of Collier Preserve is a colorful update of classic Old Naples living providing both single- and multi-family residences with water and nature views. Over half of the 2,400-acre community is dedicated to lakes, nature preserves and natural habitat combined with outdoor-inspired amenities. ICP was designed as an active adult, master planned community offering 29 total floorplans.

Marketing Objective:

Minto had several objectives for their touchscreen project: to illustrate the unique, natural setting just minutes from downtown Naples, highlight the outdoor-inspired community amenities and provide an easy-to-use floor plan and lot selection process.

Home shoppers at ICP are generally able to select a floor plan and lot combination – although there are a few pre-specified Custom Choice and Move-In Ready homesites. However, not all floor plans fit on every lot and there are community specifications as to floor plan/elevation mix. Minto wanted their home shoppers to be able to review all available floor plans and “see” how a selected floor plan would “look” on various lots. In addition, Minto has found that buyers are interested in what plan is next door or planned to be built in the back. SalesTouch provides Minto with an easy-to- understand lot/floor plan selection process – on large touch monitors as well as tablets in the sales center. SalesTouch also provides two extremely usable features for active adult buyers: interactive floor plan views (imagine the floor plan with 2 bedrooms, den and study vs. 3 bedrooms and a tech area, for example) and *Move it - Move it*® furniture selection and placement. SalesTouch provides the ability to email/print My Floorplan as imagined by the home shopper.

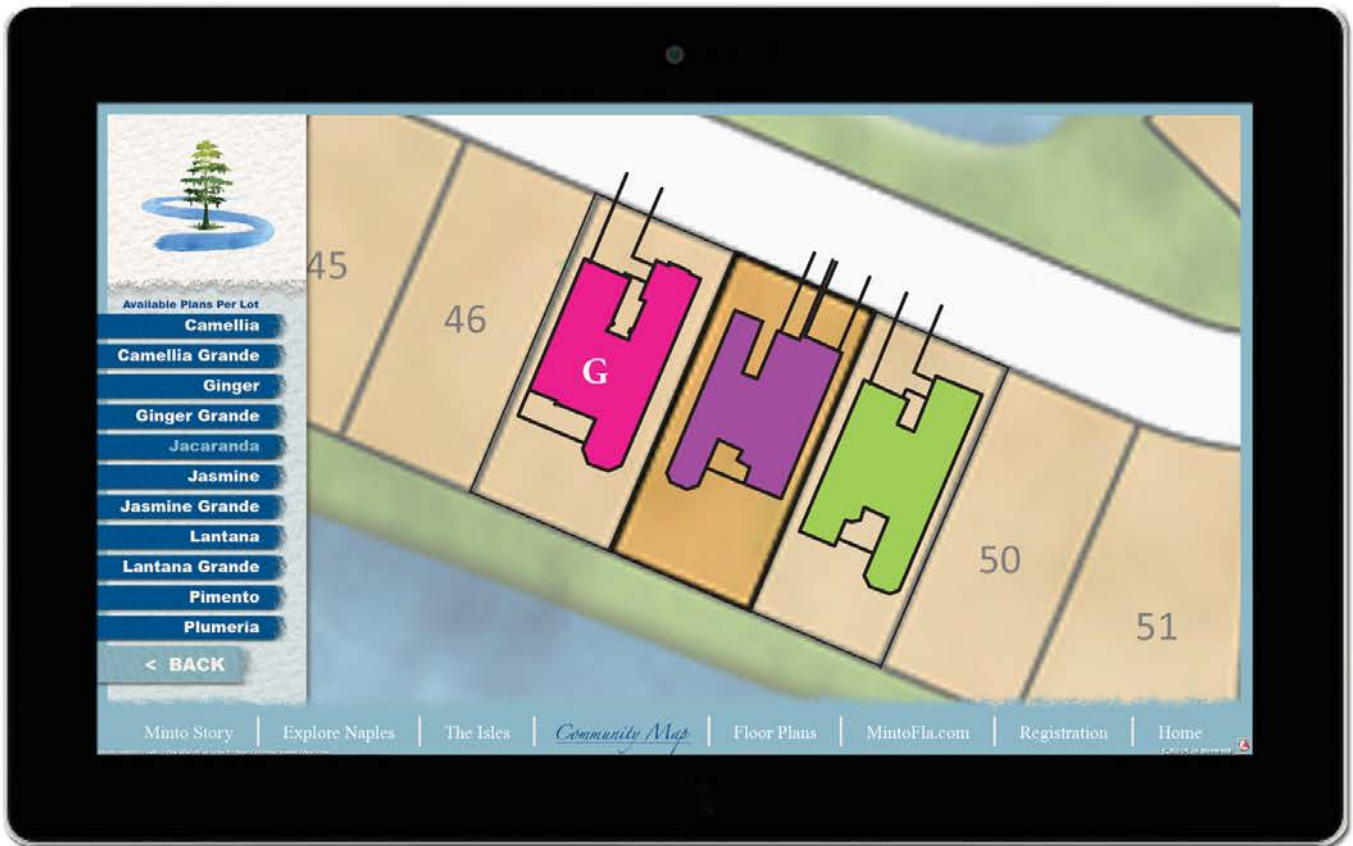
To learn more about *SalesTouch*, please contact us at (800) 648-6608 or at sales@cpsusa.com.



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.





Available Lots

ICP has a *lot-by-lot* view for floor plan selection displaying selected as well as pre-plotted and sold lots.



GINGER GRANDE
3 Bedrooms / 3 Baths
Sitting Room / Covered Lanai
2 Car Garage

Square Footage	
Total Living Area	3,094
2 Car Garage	519
Covered Entry	30
Covered Lanai	251
Total	3,894

[< BACK](#)



MY FLOOR PLAN

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 6ft



Loveseat



Sofa 6.5ft



Coffee Table



Sofa 7ft



Chair w/ Ottoman



Entertainment Center



Bookcase



End Table

Available Options

- Master Bath Variation
- Bedroom #4
- Den
- Pool Bath
- Outdoor Kitchen

[< BACK](#) [NEXT >](#)

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Move it – Move it®

SalesTouch allows home shoppers to *imagine* their new home using the interactive structural options tool, Move it – Move it® virtual furniture selection/placement and the My Floor Plan print/email feature.

Points of Interest

- Attractions and Entertainment
- Golf Courses
- Medical
- Parks / Preserves**
- Schools / Academies
- Shopping / Dining

Adjacent to The Isles of Collier Preserve, the Florida Gulf Coast University Wetland Research Department provides teaching, research and service related to wetland, river, and coastal science and ecological engineering.

ADDRESS:
4940 Bayshore Drive
Naples, FL 34112
(239) 325-1365
fgcu.edu

The Isles
OF COLLIER PRESERVE

Gulf of Mexico

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Explore Naples The *interactive* area map highlights the community's prime location close to downtown Naples and the Bay. Home shoppers touch to browse shopping, entertainment, schools and medical resources.

An elegant *sanctuary* for everyday living.
An extraordinary *setting* for everyday adventures.

HISTORY **NATURE** **AMENITIES** **ISLES VIDEO**

Nestled within a pristine natural setting just minutes from Downtown Naples, Florida's leading homebuilder is creating a colorful update of classic coastal living. Inspired by the timeless architecture and traditions of Old Naples, elegant new Minto homes overlook miles of scenic kayak and hiking trails. With over half of the 2,400-acres dedicated to lakes, nature preserves and natural habitat, combined with outdoor-inspired amenities, The Isles of Collier Preserve is an extraordinary new community where the magic of Old Naples and unspoiled nature still coexist.

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The Isles The Isles has a unique old Florida and community story to tell, combining historical images, nature photography and community video.