SalesTouch Case Study:

River Lofts at Tobacco Row FOREST CITY ENTERPRISES RICHMOND, VA



The Community:

This adaptive re-use project offers apartments, townhomes and retail space in downtown Richmond, VA. Overlooking the Kanawha Canal and James River in Richmond's historic Tobacco Row, the former warehouses and factories were converted into loft apartments, townhomes and office space. The units feature soaring ceilings, huge windows and exposed brick and wooden beams.

Marketing Objective:

Prospective tenants are interested in downtown living but this location was previously industrial so there is a need to "introduce" the neighborhood. The complex offers a unique urban/historical blend in terms of architecture, amenities and location.

SalesTouch focuses on introducing the prospect to the neighborhood and the project's unique amenities. Forest City developed a 5/5/5 concept - everything is available within 5 minutes/5 blocks/5 miles. SalesTouch makes 5/5/5 interactive as it makes every element (restaurant, bar, historical attraction, shopping, employer) touchable and memorable.

River Lofts at Tobacco Row offers many unique features to the Richmond rental community. Because of the emphasis on historical re-use, individual apartment units offer a combination of Richmond history and modern architecture: 18 foot ceilings, rough brick interiors, full-featured kitchens and modern bathrooms. The SalesTouch "look and feel" provides an introduction to the urban/historical nature of the project with a stainless and brick styled presentation offering glimpses of building exteriors, apartment interiors and amenities. Individual units are displayed with their river, downtown, courtyard or pool views, as well.

The complex provides high tech amenities galore, as well, so there is a focus on controlled access, security, community website and high-speed Internet services. Interest in recreational opportunities isn't forgotten: the community pools, fitness centers and media/theatre room are discoverable via touch, as well.

SalesTouch, featuring a 57" touch screen monitor, was installed in an existing sales kiosk.

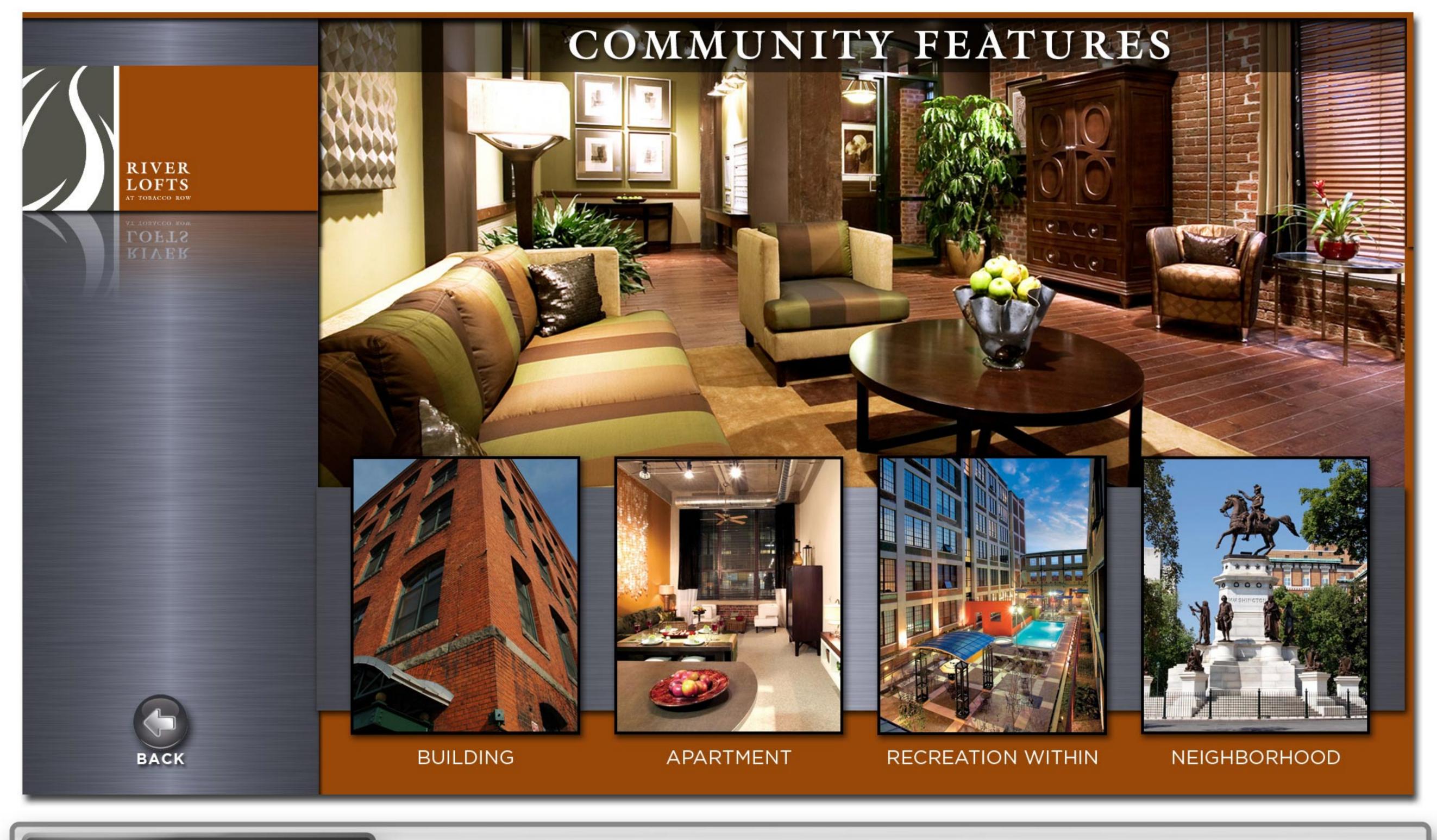


We put **technology** to **work**.





SalesTouch users start their interactive experience here





APARTMENT FEATURES



Apartment Features

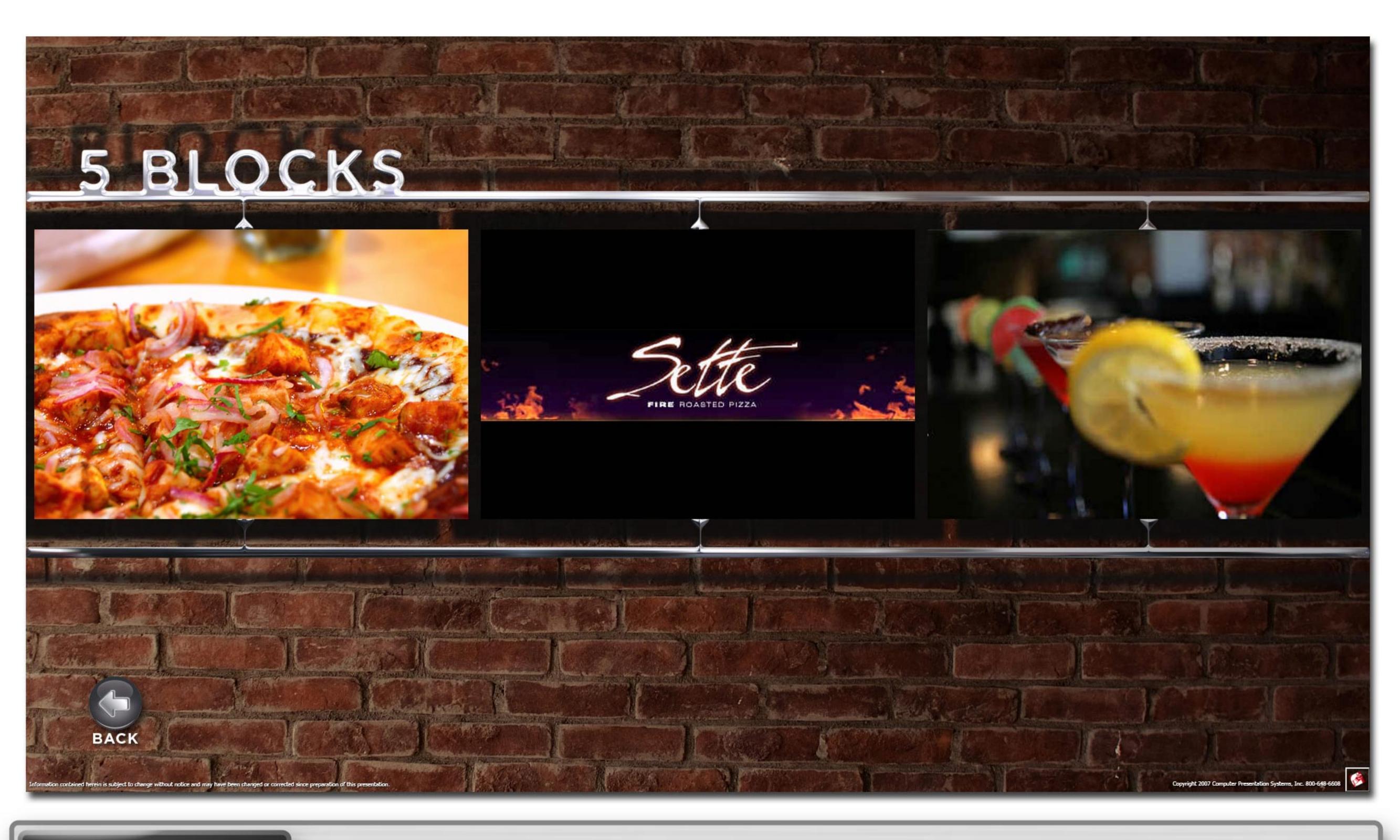


Sample Hotspot SalesTouch offers the capability to drill down for further information on selected features and amenities



Interactive Maps If a pict

If a picture is worth a thousand words, an interactive map is priceless



Sample Hotspot "Drill Down" from the interactive map

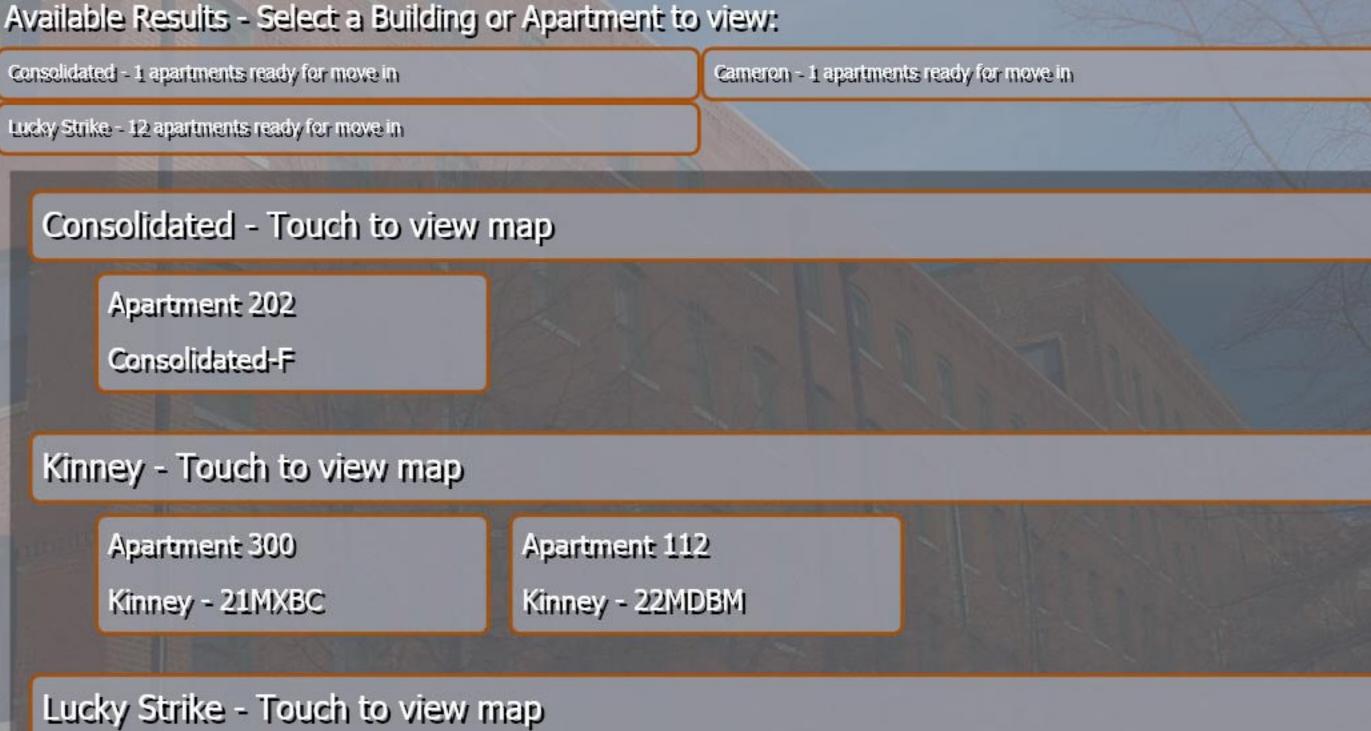
SEARCH partment to view: Cameron - 1 apartments ready for move in

Narrow Your Search:

RIVER LOFTS

RIVER LOFTS

	One Bedroom	One Bedroom with Den
	✔ Two Bedrooms	Three or More Bedrooms
	Upper Floor	Middle Floor
	Lower Floor	River View
	Pool View	Courtyard View





Search Availability

Prospects are able to specify criteria and view available inventory at their fingertips (literally)



Search Results Available units are plotted on the building's floorplate. Transparent circles indicate the unit is occupied or did not meet the search criteria.



Unit Details

View specifications for the unit plus zoom in on the floorplan, photographs or other images



Color laser printed brochures can be created "on demand"