



The Community:

FortGroup has built and developed nearly 40 large-scale apartment projects over the past three decades, totaling 4,500 multifamily units in more than three dozen markets. The FortGroup team oversees all phases of program development—from concept and design to construction and management.

Wave's Z Islander is an eco-conscious fusion of vintage island living, American beach culture and Caribbean chill. The communities, designed to appeal to both college students and young professional adults, evolves FortGroup's concepts to the next level by offering an unprecedented level of amenities, social programs, physical sophistication and state-of-the-art technology. The built-out SalesTouch implementation includes six 17" custom painted, free-standing kiosks for prospect registration and three 46" wall mounted touch screen monitors detailing community amenities, unit availability and apartment features. SalesTouch unit availability is displayed on the Z Islander website, as well.

Marketing Objective:

FortGroup wanted to target the X, Y and future generations and selected SalesTouch to demonstrate that the Z Islander community is the "next generation" of rental living. The island-themed village offers 30,750 square feet of amenities (from Sports Theater to Fitness Center and Cyber Cafe) as well as 168,000 gallons of water in the tropical saltwater lagoon.

Grand opening from a portable sales trailer with all the amenities and units under construction, CPS was able to "paint the Z Islander picture" utilizing the SalesTouch application and touch technology. Prospects drill down on interactive sitemaps to see real time availability, search for available units specifying criteria like "Pool View", check out local hangouts and shopping on interactive area maps, and touch large photographic icons for information about "Cabana [Unit]" features and "Island [Community]" features.

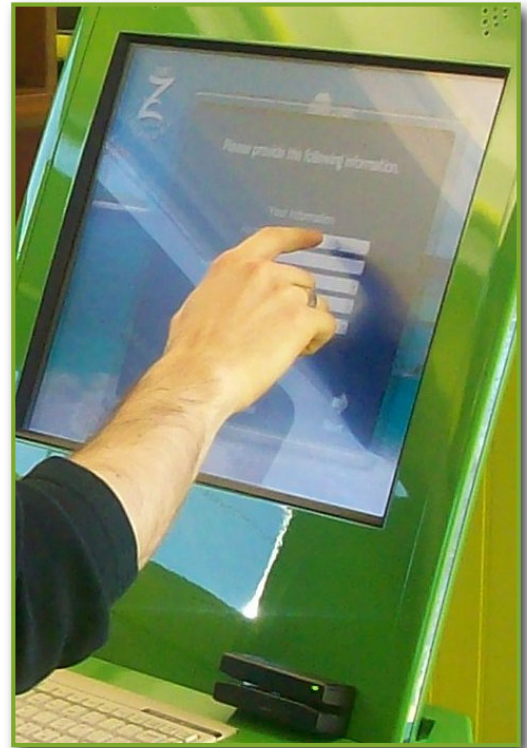
Another key component to the leasing office sales presentation was the registration kiosk. FortGroup's objective was to create a streamlined and digital registration process. Prospects, before entering the models, register by simply swiping their drivers license and answering marketing questions.



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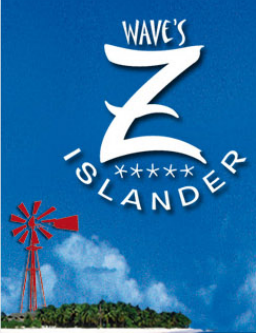
Registration

Before moving through the leasing center, prospects register by using the card swipe feature attached to a 17 inch touch screen monitor.



Top Layer

Prospects start their interactive tour using the 46 inch, wall mounted, touch screen monitor.



Q.B. Suite



Vitabath



Liven' Zone



Foodworks



Lanai & Screen



Bubble Room



Back

Unit Features

SalesTouch makes all the Cabana features touchable.



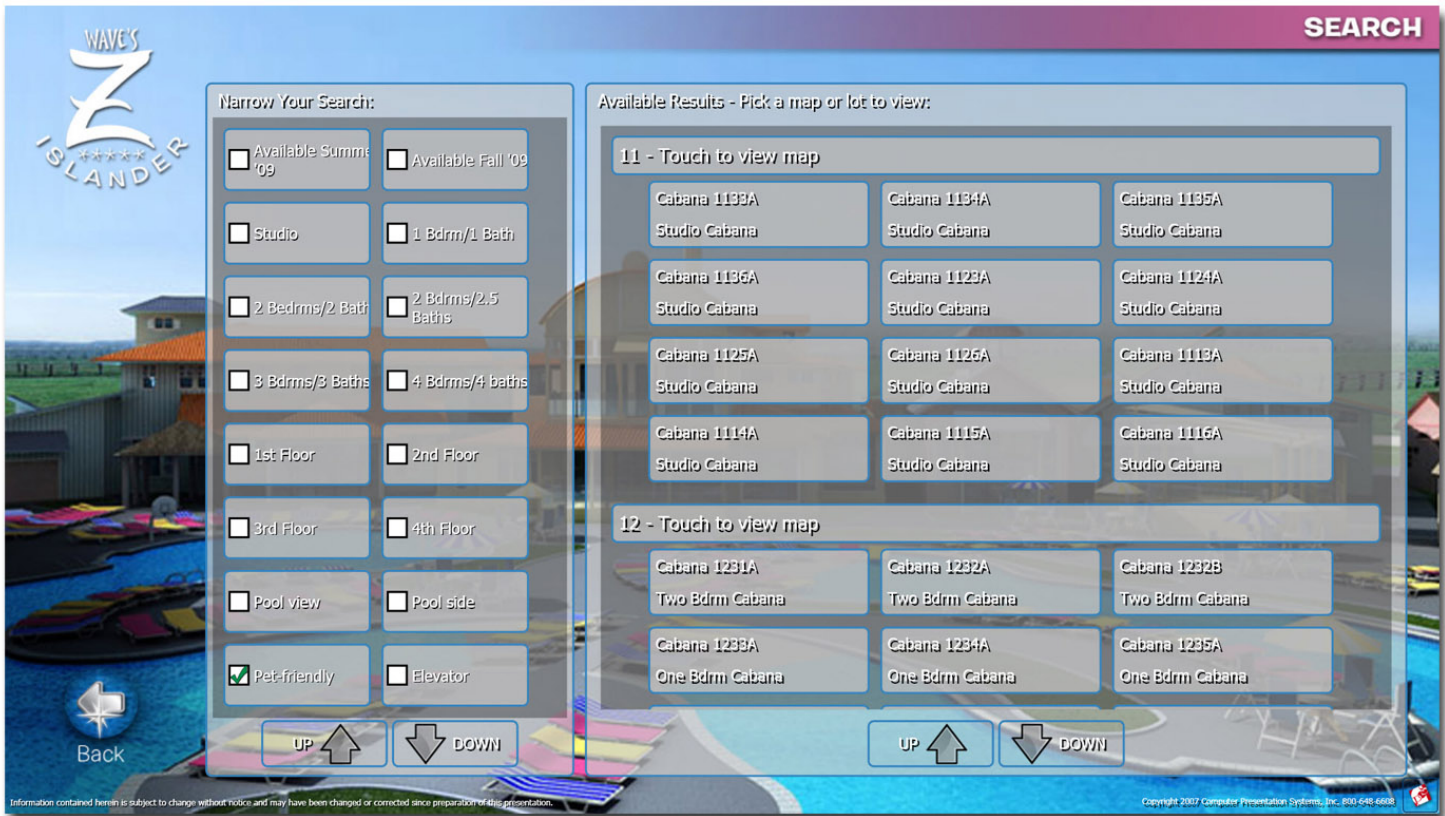
VITABATH



Back

- 🔹 Private, attached bathroom with 36" wide, free-standing vanity
- 🔹 Large mirror, ample lights, louvered medicine cabinet, & a hair dryer holster
- 🔹 Walk-in shower with wall shelving, a corner seat, tempered glass panels & a European, handheld (option) power shower
- 🔹 Linen & Things alcove with loads of shelving & storage

Feature Details



Search Availability

The search screen allows users to specify certain criteria and display only those units available.



Floorplate

Search results are displayed on an interactive floorplate. Prospects can drill down to see all the details for a unit.



Details for Cabana 1211B at 1211B



Plan Pictures

Bedroom

Floorplan

Kitchen



Back

Two Bdrm Cabana
1135 Sq. Ft.

Split plan with 9' ceilings;
Queen-size beds; flat screen TV; ceiling fans

2 Bedrooms
2 Baths

FOODWORKS features full-size appliances
Screened lanai with custom patio furniture

Villa No.: 1211B
Lot Number: 1211B

Available Fall '09!
\$659

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Unit Details

SalesTouch displays unlimited plan and unit images as well as sales specifications, pricing, video and virtual tours.

2B/2BA
1135 SQ/FT

Floorplan

Z ISLANDER.COM

The developer reserves the right to modify features, furniture, and/or amenities without notice.

Close

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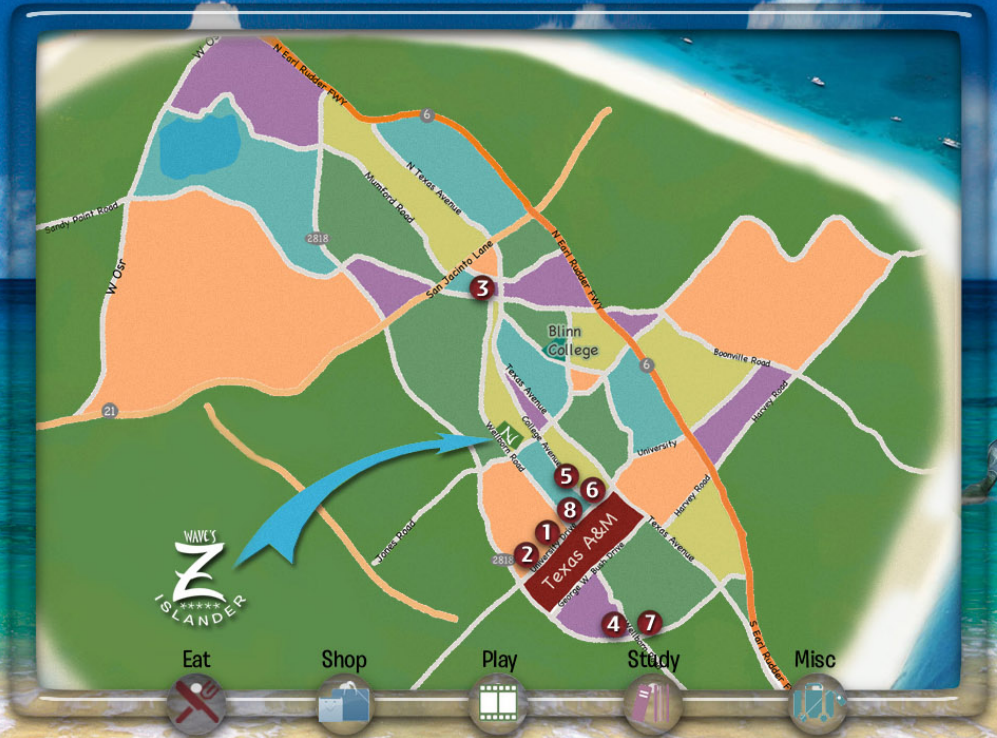
Zoom In

Prospects drill down for a closer look.



Eat

- 1 Dixie Chicken
- 2 Daisy Dukes
- 3 Caffe Capri
- 4 Hullabaloo Diner
- 5 Gatsby's
- 6 The Corner Bar & Grille
- 7 Koppe Bridge Bar & Grille
- 8 Freebirds World Burrito



Area Maps

If a picture is worth a thousand words, an interactive map is priceless. Classified into 5 categories, prospects drill down to individual points of interest.

Freebirds World Burrito RESTAURANTS



Back

Specializes in flame-broiled chicken and steak burritos; also offers veggie options.

319 University Drive, College Station

(979) 846-9298

Hotspot Details

"Drill Down" from the interactive map.



Back

Stop by Gatsby's for great music & drinks.

111 College Main, College Station

(979) 260-2900

Sample Hotspot

SalesTouch makes the project and amenities viewable -- at a touch.

B&B PARLOR



Our Balls and Bamboo Parlor gives you the option of playing on two custom-built pool tables, three indoor shuffleboard courts, two ping-pong tables, or simply relax on the outdoor porch which overlooks our Bryan City Limits stage and Z-Tropical Oasis Lagoon. Bring a friend and get your Z on!



Back

Sample Hotspot