

SalesTouch Case Study:

Mountain House

BUILDING A SENSE OF COMMUNITY



The Community:

Mountain House is a 4,784-acre master plan community in the San Francisco Bay Area with a development plan spanning over 20 years. Construction began in 2003 and is expected to include over 15,000 homes when fully built. It is planned as a multigenerational community with 12 distinct villages offering family and age-restricted housing. Each village embraces a unique architecture and landscape palette, has a K-8 school and park, and promotes a wide range of social activities for all lifestyles. Mountain House also has its own technologically advanced high school, library, a multipurpose Town Center in the works and even boasts its own zip code.

Marketing Objective:

Mountain House's development plan encourages a passionate community culture of involvement and social activity amongst neighbors. The Welcome Center is the starting point for visitors interested in Mountain House living and is focused on building upon this sense of community not often found in the Bay Area. Technology at the Welcome Center bolsters this objective by offering interactive discovery of the community's unique active and social lifestyle, and is centered around the themes "See How We Live", "See How We Play" and "See How We Learn".

A 5x3 panel video wall portrays the lifestyle by displaying social media images from Twitter and Instagram. Visitors and homeowners alike are encouraged to join this community culture by sharing their favorite community pictures to be shown on the video wall. A 55" touchscreen and two Windows tablets provide further interactive exploration of the homes and lifestyle at Mountain House.

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



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VIDEO WALL

Home shoppers and owners alike are encouraged to share their favorite community pictures using the hashtag **#MountainHouseCA**. The curated social media images are then displayed in rotating sequence on the 5x3 panel video wall.



EXPLORE

Home shoppers start their interactive tour of Mountain House homes and lifestyle from this layer using either the 55" touchscreen or the two Windows tablets.

Homes »

Parks »

Be a VIP »

How do you picture yourself here?

Mountain House



Just Starting Out.
Young, single or couple, no kids. »



We're a young family
with kids under 12. »



A growing family
with at least one teenager
in the house. »



No kids in the home,
and none on the horizon. »



We have
multiple generations
living together. »

Information gathered from a variety of sources and may have been changed or omitted when preparation of this presentation.

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DEMOGRAPHIC DISCOVERY

From this section, home shoppers can discover Mountain House living by selecting a demographic category based upon their lifestyle. This large, multigenerational community appeals to everyone, regardless of life stage.

HOME



A growing family with at least one teenager in the house.

It's time to stretch out with spacious kitchens, wide open great rooms, abundant storage and yards to play. More than a spacious home, you'll enjoy friendly neighborhoods, top schools, winding trails, and neighborhood parks. Located in the esteemed Lammersville Unified School District, students can walk or bike to the newly opened Mountain House High School. And located at the south end of Mountain House, San Joaquin Delta College is an accredited two-year college that provides undergraduate studies.



It's easy to get involved in the community with so many sports and recreation clubs, from Mountain House Soccer Club, Running and Tennis to Co-ed Softball and Youth Basketball Clubs. Plus, there is a host of community activities, so your neighbors can become your friends.

Send us your family selfie at [#MountainHouseCA](https://www.instagram.com/MountainHouseCA) for a chance to be featured on the Welcome Center Interactive Wall!



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DEMOGRAPHIC DISCOVERY

In each demographic category, home shoppers are presented with lifestyle images and information that helps them visualize living here. The focus of "A growing family" will be different than the focus of "No kids in the home", but everyone has a place at Mountain House.




HOME SEARCH Mountain House home shoppers that start their community tour at the Welcome Center can explore home styles by all builders on the 55" touchscreen and two Windows tablets. They can also search by specific criteria such as "square footage" and "number of bedrooms".

Homes

Lennar

With hundreds of communities nationwide and homes designed for first-time, move-up and luxury homebuyers, Lennar has grown to become one of the nation's leading and most respected homebuilders. Lennar has a longstanding history of building homes of enduring quality in only the most well planned and desirable locations throughout the country.

Lennar decided to build in Mountain House because of its prime bay area location. All Mountain House homes by Lennar come complete with thousands of dollars in extras included, like a Solar Electric System, offering great value and the latest in luxury, technology and efficiency.



Elevation B


Residence Two

2,077 sq. ft. | 3 Beds | 2.5 Baths | 2 cars Garage | 2 Floors

Open concept floorplan with kitchen centered between the spacious great room and large dining area and half bath downstairs, three bedrooms upstairs along with spacious laundry room. Terrazzo by Lennar.

Personalize

- Draw
- Clear
- Email



FIRST FLOOR PLAN

SECOND FLOOR PLAN

Residence One

Residence Two

Residence Three

CLOSE

HOME DETAILS In addition to displaying elevation options and basic information, each floor plan provides a mark-up feature for personal notes. Home shoppers can email their favorite plans with personal notes to themselves or to others.