



# Apartment Builder

## POWERFUL FRONTLINE SALES APP

Apartment Builder, developed by Digital Frontier, is not simply a clever presentation medium but a very powerful selling tool. Apartment Builder was developed in response to a need Digital Frontier learned about by talking to the people at the coal face –

***the salespeople in the display centers.***

# ENGAGE WITH CLIENTS

The Number one frustration of Salespeople is,

*“Stopping the browsers long enough to break the in built resistance to being approached by a salesperson.”*

We developed Apartment Builder to engage browsers with the developments and open them to allowing salespeople to do their relationship building.



## Multiple Schemes

Apartment Builder allows for multiple schemes to be featured. Using Digital Frontier’s interactive perspective technology, Apartment Builder shows views from every apartment allowing clients to select multiple furniture schemes and imagine their own furniture in the living space.



## Interactive Floorplans

Illustrated Floorplans linked to a spinning 3D model of the building. When you click on the elevation of your choice, an interactive overall floor plate comes up. Clicking on the apartment you want to view brings up a colored floor plan, which can then link to the view from that apartment.



## Detailed Information

Along with a full description of the property extensive additional information about the developments and their location can be loaded into the App, including:

Details about the Architect, Builder and Landscape Designer. The suburb, local amenities and independent rental appraisals.

# POWERFUL SALES TOOL

The number of features that Apartment Builder can be fitted with is endless, and all with one aim, to give the developer a *tool that will sell property faster and with less hassle.*



## Pricing & Reports

Apartment Builder can contain a SQL database function that tracks purchaser preferences - which are then sent to the developer, builder or salesperson by email in the form of a detailed report. Able to contain contracts for fast sales; Apartment Builder can also contain up-to-date pricing on all apartments, which can be changed by the salesperson on a daily basis to keep up with the market.



## Remote Selling

Designed so you can sell your property in multiple locations at one time - anywhere in the world, Apartment Builder is the key to increasing sales by remotely showing a prospective purchaser everything required to make a decision apart from actually being there. As an investment property selling tool Apartment Builder almost negates the need for a salesperson - especially for remote sales activity.



# FEATURES

## Tick the Features that apply to you!

Information gathering module linked to SQL database, which recognizes current clients. Providing detailed browsing report for individuals allowing alternative properties to be offered fitting the profile of the prospective purchaser.

Perceptions of the region and your demographic in that area. Suburb Profile, regional history, landmarks, amenities and lifestyle centers.

Location maps with aerial photography and road distances.

Details of the current market status - market analysis based on post code, historical and current trends.

Schedule and textured images of finishes and materials

Interactive perspectives and animations showing various furniture, finishes and material schemes, printable and reportable to developers, sales agents and builders according to the customers choice. All of which contain bathrooms, kitchens, living areas, bedrooms, landscape, views and development amenities such as pool, gym, reception areas and gardens.

Pricing module allows for choice of upgrades and finishing's to be priced in real time and added to the sales contract. Sales contract can be printed in real time as well as a perspective image showing the finishes and furniture in place.

All legal documentation including disclosures and disclaimers can be printed from the system incorporating the individual's details.

Architect, interior designer, landscape architect, and developer profiles, including a showcase of past work.

Can be prepared in both online web based format and stand-alone interactive DVD format (interactive DVD does not have the full functionality of the SQL database).

# digital frontier



In addition to all the features and benefits Apartment Builder offers, Digital Frontier can create Apartment Builder in multiple languages - if you are targeting investors in the booming Asian market then we can offer the entire product in a number of languages.

***This in itself will give you an advantage over all your competitors!  
Unless, of course, they also use Apartment Builder!***