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Edward Andrews Homes turns to CG Visions' eHome to Help Homebuyers Visualize Yet-to-Be Built Luxury Townhome Community

To help show off the community to potential homebuyers, EA Homes turned to CG Visions, who created a 70" interactive touchscreen kiosk.

In 2016, Edward Andrews Homes won Best Design Center at the National Homebuilders Association of America International Builder's Show for its single-family home design center, where it walks homebuyers through all the design choices for their new home. At the design center, homebuyers can look, touch and feel interior and exterior finishes for their homes, helping them to visualize what the finished product will look like. Edward Andrews prides itself on its unique, customer-focused process, which helps homebuyers make all the design choices before construction begins.

That very same year, Edward Andrews Homes faced a unique challenge when trying to sell homes for one of its first townhome communities, Harlow, in Alpharetta, Georgia. Harlow, which is currently in framing and has no models ready to walkthrough, will be a resort-style living experience. The 344-unit townhome community will host several green spaces, two pools, Harlow Hall – a Charleston-inspired community center with an Activities Director – basketball courts, badminton courts, dog parks and a walking trail. The community plans to host a regular farmer's market, yoga on The Green and food truck nights to help foster a sense of community amongst residents.

Harlow's luxury townhomes will range from 2,000 square feet to 3,400 square feet, and will feature high-end interior and exterior finishes. But, how could Edward Andrews Homes help potential homebuyers visualize just how unique and luxurious Harlow will be, when it doesn't yet have any models to walk through? It's award-winning design center wouldn't work, since it's a place centered around choosing finishes, whereas



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many of the finishes of Harlow, particularly the exterior finishes, are pre-selected by the builder. Edward Andrews needed to find a different solution, one that would highlight just how special Harlow is going to be.

Visualizing Harlow with eHome

To help show off the community to potential homebuyers, Edward Andrews Homes turned to CG Vision, with the idea of creating a 70" interactive touchscreen kiosk. Edward Andrews Homes wanted to utilize eHome online home buying solution and place in the Harlow sales center. eHome helps homebuyers visualize the home and community they are buying into through interactive displays that show the surrounding area, the community, the districts in the community and the floor plans.



Holly Bonvissuto, Digital Experience Director for Edward Andrews Homes reports, "With the eHome Kiosk, our customers have an advantage because they can visualize what we are offering and our Sales Consultants are able to walk them through the visual cues of the community. Because our Sales Consultants are not just speaking to a piece of paper or a small screen where it might be hard to interact, Harlow really comes alive on the Kiosk."

The first feature of eHome that Harlow uses is the Area feature, which showcases the surrounding neighborhood next to the luxury townhome community. "The area feature is really important to us, because with Harlow, we're not just selling a townhome, but a lifestyle," added Bonvissuto. Using the interactive display, homebuyers can tap and pan around the neighborhood surrounding Harlow, including Old Roswell – Roswell, Georgia's downtown district – a local shopping mall and Avalon, which is a work, life play complex with great shopping, dining and even an outdoor ice skating rink during the winter. "Everything around Harlow is within a few minutes' drive, and the eHome Kiosk really helps us demonstrate that," added Bonvissuto.

The next feature that Harlow Sales Consultants use is the Community feature, which demonstrates what the finished townhome community will look like including units, green spaces and amenities. The Community feature is completely interactive, so you can tap on a unit to see if it's available, has been sold, or will be available soon. Next, you can view its exterior rendering, so homebuyers can see the exterior finishes of the unit, and floor plan. "The Community feature is an invaluable tool," added Bonvissuto. "With it, homebuyers can tap into the



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About Edward Andrews Homes

Edward Andrews Homes is a premier private homebuilder of luxury single-family homes and townhomes in urban and suburban submarkets across Atlanta. With a mission to transform the home building experience, Paul Corley, Todd Hager and Scot Clark leveraged decades of leadership in the homebuilding and land development industries to establish Edward Andrews Homes. With a team of designers, project managers and sales consultants operating under one corporate structure, the company's mantra, "Custom Homes. Reimagined." is realized through a unique offering of custom homes and townhomes built from the \$300's to upwards of \$1 million.

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floor plan to see the difference between left, right and middle units of the same product. They can see that the left unit may have two windows in the kitchen, whereas the right unit may have two windows in the dining area, and how those windows impact cupboard space. It helps our homebuyers make more informed decisions about the units they are buying.”

Edward Andrews Homes wanted a way to highlight the different districts of the townhome community they had designed for Harlow, so CG Visions created the “District” feature. “Harlow is inspired by Charleston architecture, but each district has its own unique look and feel,” said Bonvissuto. “The Districts feature gives us a way to convey what the exterior of each building is going to look like, which is crucial because townhome buyers have minimal options with regard to exterior.”

The final eHome feature that Edward Andrews is using is the Floor Plan feature. “The Floor Plans feature is great because we can pull up each of the homes we offer on one page, and give homebuyers an overview of each plan, including the bed and bath count and square footage,” said Bonvissuto. “The base plan gives an overview of what each floor plan looks like, and allows homebuyers the opportunity to compare two floor plans to determine which one they like better. Then, they can go back to the Community feature to see what units of their desired floor plan are available, and pick the specific plan they want.”

Selling Townhomes with eHome Kiosk

Overall, the eHome Kiosk has provided Edward Andrews with an interactive way to help homebuyers visualize just how special Harlow will be. And perhaps the biggest testament to the eHome Kiosk’s value is the fact that it is working! “Even though we’re only in framing and we have no models to show yet, we’re already selling units,” said Bonvissuto. “Harlow is off to a great start!”



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About CG Visions’ eHome

CG Vision’s eHome is an HTML5 on-line home buying solution that helps your customers visualize the area and community they are buying into. The product enables you to attract and engage potential homebuyers online, generate sales leads and speed up the job start process. eHome enables you to help your customers visualize the area, community and floorplans of your homes, and even allows homebuyers to create their own, customized brochures.

Learn more at CGVisions.com/ehome

