

ideas

SALES + MARKETING

july/august 2008

the sales and marketing magazine of the housing industry



OFF THE WALL

Getting the Most Out of Your Gold Award



Published by the National Association of Home Builders

US Price \$9.95

Canadian/Foreign Price \$12.25

www.smimagazine.com

Plus:

Nature is the New Amenity
Virtual Payback
Hybrid Communities

The Gold Standard

2008 NATIONALSSM GOLD WINNER –
Best Sales or Information Center



South Lake Union Discovery Center Seattle, Washington

THE STATEMENT

This visually striking sales/information center paints an entire picture of the developer's bold vision for the neighborhood through artistic displays, giant 3-D models of the neighborhood, virtual animation features, historic community artifacts, a movie theatre and more – creating demand for a new urban lifestyle never seen before in that redeveloping area. Inside, an elegant Zen garden beckons visitors to explore new condo projects for sale. Detailed scale models provide a visually stunning look at each project's distinctive design and streetscape, while multiple touch-screen plasma displays allow buyers to review floor plans, look at actual views from different vantages, watch a brief lifestyle film, see virtual reality imagery and explore various neighborhood amenities on an interactive map. Full-sized floor plan portions of each project – including a full-sized loft – help prospective buyers visualize their future home. The center has welcomed nearly 37,000 visitors since it first opened its doors, including about 15,000 visitors since it was redesigned in October 2006 to feature new condo projects. **smi**

THE SPECS

TARGET MARKET: Condo buyers, renters, community, general public

PRICE OF UNITS:
Mid \$200s to over \$1million

NUMBER OF UNITS IN PROJECT: 442

DATE PROJECT OPENED FOR SALES OR RENT:
April 2005 (Redesigned with new condo projects in October 2006)

MARKET ACCEPTANCE (YTD):
50% of units sold
(at the time of NationalsSM entry)

AVERAGE WEEKLY TRAFFIC:
Approximately 288

PROJECT SIZE: 11,000 Square Feet

THE TEAM

BUILDER: Vulcan Real Estate

ARCHITECT: Miller/Hull

INTERIOR DESIGNER: MICE North America

MARKETING DIRECTOR: Megan Murphy