



# Naples Daily News

## High-End Sales Center Helps Propel Treviso Sales Effort

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By Special to the Daily News

In the majority of new high-end communities it would come as no surprise that the community's clubhouse is usually the most expensive building within the residential development. However, what may come as a surprise is the money developers spend on their sales centers. And, according to all of them, it's money well spent.



In addition to the 1-to-100 scale model of the community, Treviso Bay's 3,053-square-foot sales center features wall murals, a cafe and five video display areas that show a PGA Tour video and 3D animation of the community.

Courtesy/V.K. Development Corp.



One such example is Treviso Bay, the 1,050-acre community east of St. Andrews Boulevard on U.S. 41 East in Naples. Homes offered within the community include grand villas, attached villas, coach homes, executive homes, custom estate homes and tower residences.

Prices currently range from the \$700s to more than \$5 million.

Premier Properties' Rod Robinson, the director of sales and marketing at Treviso Bay, said the community's developer, Wisconsin-based V.K. Development Corp. understands the value of making a great first impression.

"V.K. Development is an industry-leading real estate development company that specializes in designing and creating unique neighborhoods, commercial developments and mixed-use communities in Wisconsin, Illinois, New York, North Carolina and Florida," said Robinson. "The company's main focus is on high-end, highly-amenitized, resort-style golf communities such as Treviso Bay.

"Having the ability to tell the complete story of the community through visual presentations, as well as the exterior and interior appearance of the sales center, is crucial to the sales effort, especially in the early stages of development."

Making a great first impression is not an inexpensive proposition. The Treviso Bay Sales Center, which has 3,053 square feet, was designed, built and furnished at a cost exceeding \$1.5 million.

"The overall design concept was to make the sales center's architectural elements reflect the overall theme of the community," said Robinson.

Treviso Bay, which will have approximately 1,200 residences upon completion, is based on a Tuscan Revival style.

"That's why we incorporated into our sales center such features as trellises, special architectural trim, fountains and even the attached patio," said Robinson. "This carries through right down to the choice of exterior light fixtures, entrance doors and color pallet. We want the sales center to reflect the theme and quality of the overall community itself."

According to Robinson, the interior needs to complement the exterior, yet also be functional from a sales perspective.

"There is a very precise science that directs the interior spacial sequences," stated Robinson. "The customer path starts with a warm reception and flows through a well planned series of informational stations which are highlighted by wall murals and a 1-to-100 scale model of the community. The experience should be exciting, non-threatening and educational."

Near the reception area of the sales center, guests will find a café that serves several purposes.

“Obviously, the café adds to the casual Tuscan flavor of the interior, with its espresso cups and high-top tables. But it’s also very functional,” said Robinson. “When we are busy, we can have our visitors and potential homebuyers sit and enjoy a coffee or bottled water in a relaxed atmosphere.”

The technology within the sales center is also impressive.

“We are very much state-of-the-art. We have six large flat-screen interactive stations that show everything from a five-minute narrated virtual tour, to a video on our TPC/PGA Tour golf course, to our residential offerings,” said Robinson.

Perhaps one of the most impressive visual elements displayed within the sales center is the “virtual” video loop of the community. The virtual video took more than six months to complete and depicts the overall layout, quality, amenities, landscape architecture and theme of the community.

“This virtual was created from actual architectural CAD drawings and so it presents an accurate visual of what the final product will really look like, as opposed to days past when all you had was usually an artist’s rendering,” said Robinson.

The virtual video, according to Robinson, is incredibly precise.

“At this point it is becoming difficult to tell if what you are viewing is real or not. This technique is invaluable when going to market before you have completed any construction and have no homes, amenities or concept yet to show,” he said.

To create this sales center, V.K. Development contracted with Riha Design Group, a Chicago-based firm with an office in Naples, that has 25 years of

experience in the industry.

Modular Structures Corp. of North America (MSC) was hired for the sales center’s installation and construction phase, which took less than 140 days.

“The sales centers we design have the look and feel of million dollar homes,” said Lynne Jackson, vice president of strategic planning for Riha Design Group, which includes an in-house staff of architects, interior designers, graphic designers and technology experts.

To make the Treviso Bay sales center different from other sales centers, Riha Design Group applied interactive technology.

“Unlike interactive touch screens, the interactive technology at Treviso Bay is operated by radio frequency remote controls,” explained Jackson. “This interactive control device is used by the sales agents to guide a buyer through the tour of the residences in lieu of interactive touch screens.”