

Case & Point

» HIGH END GRANGE DEVELOPMENT



Overview

- » High quality bespoke apartments
- » £800k+ Homes.
- » 85% conversion ratio
- » Average customer technology spend—£11k
- » 1 marketing suite & 1 showhome kitted out as standard
- » Award winning development for both HTI & developer
- » Client looking for a unique product offering in a tough market place



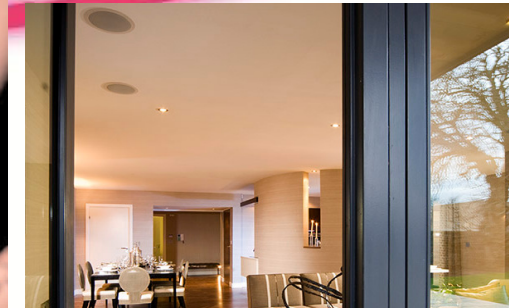
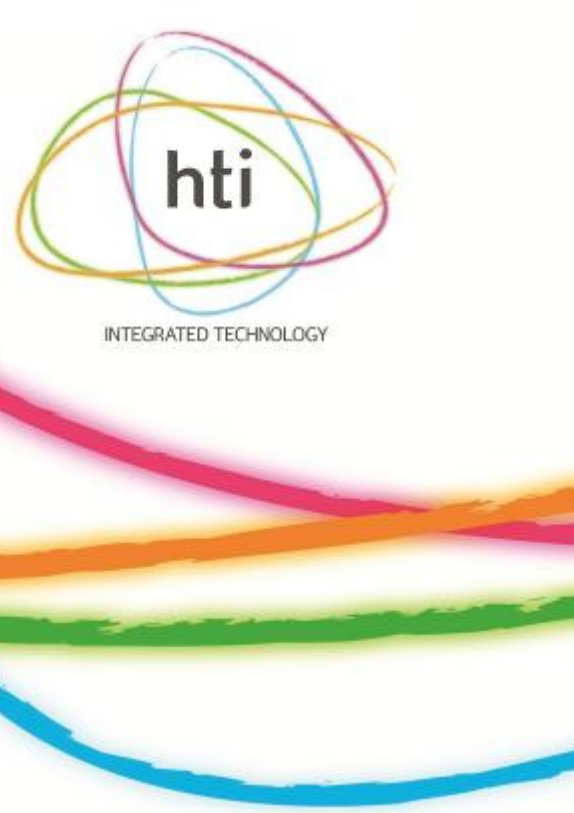
Challenge

The developers predominant target market were downsizers looking to purchase a smaller property, often moving from large detached homes once their children have flown the nest. They often had a lot of equity in their homes allowing them to spend on the 'toys' therefore the technology had to be easy to use and enhance the homeowners lifestyle.

The client specifically wanted:

1. To be able to offer home buyers increased functionality and flexibility to upgrade their home.
2. To create a unique selling point that would help differentiate from other top end homes on the market.
3. To add value to each home.
4. To help boost sales in a tough market place.
5. Well briefed sales negotiators that understood what the homes were capable of and how to market them accordingly





Deliverables

With property prices starting from £800k the specification had to reflect the value of the homes, and specifically the penthouse specification was to be higher than the rest of the properties to help achieve a deserved premium price.

A cabling platform was required that equipment could be added to by the homeowner depending on their individual requirements and lifestyle. The platform allowed distribution of broadband, telephone, TV, High Definition (HD) content and audio throughout the property which was start wired and cabled back to a central cupboard where customers were able to locate all kit here yet control it within each appropriate room.

Unbeatable Showhome

Apartment One was utilised as an office/marketing suite where customers were met to discuss the apartments in private. A Denon cinema system was installed which was used for demonstrating as well as showing marketing material of the development.

Apartment Three was fitted with a Denon home cinema in the Lounge, an LCD in the Master Bedroom and 4 rooms of Nuvo audio allowing Sky, iPod, Apple TV or the radio to be accessed within each room. All screens were wall mounted with all the cables concealed behind the walls, speakers in-ceiling and the 'hub' located in the central hall cupboard. Both systems were easily controlled by a Philips Pronto all-in-one touch screen remote.

Both apartments were also fitted with Apple TV's which allowed the developer to stream photos, audio and video clips to all the screens. When these apartments were sold they included the hardware within the sale which increased the property price to reflect the value of the kit.

Getting the Right Light

Lighting control was used to help create moods and scenes at the touch of a button, and help delineate spaces within the open plan areas as the target market were often not used to open plan living.

All apartments were fitted with Lutron lighting to create mood lighting and scenes and help clearly split areas without using unnecessary furniture on walls. The Penthouse, however, was fitted with an upgraded whole home automated KNX lighting control system.

Technophobes to Technophiles

As the marketing suite and Showhome were fitted with the latest technology, the site sales staff were taken through a demonstration on the main features and benefits to aid selling the properties. This helped the sales process as the negotiators gained an appropriate understanding of the technology without getting too over complicated with the detail, as its HTI's job to sell the technology. Bespoke instructions were left with each sales negotiator so they knew

how to switch the system on and off, and as each developer had a dedicated account manager HTI were always at the end of the phone should they require any help.

Clean up at the National Awards

This development went on to receive a number of awards, for its design, finish and integration of technology.

Technology a Given

The company's Marketing Director had this to say:

"Using HTI in our luxury apartments means we can provide clients with the flexibility to customise their home to whatever level of technology they feel comfortable with. The seamless integration is very discreet and so doesn't interfere with interior decor and style. The holistic HTI team approach, and the after sales support has been a breath of fresh air".

Due to the markets demand for distribution of high speed internet and high definition content it is now seen as essential for developers to cater for this growing need.

Your Space. Your Way.

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