INseARCH digital studio llc

Services, Software and Digital Interactive Media

www.INseARCHinteractive.com
www.IDApro.cloud

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ABOUT

INseARCH is a full service, digital sales and marketing technology company dedicated to providing immersive, transparent, interactive experiences to lessees and home buyers. Our IDApro.cloud, Single-Family and Multi-family Applications, provide sales center and website solutions for browsing prospects to gather detailed information on builders and developers upcoming communities and projects.

GRAPHICS

Rich graphics create rich experiences

RENDERINGS
FLOOR PLANS
SITE PLANS
TOURS
VIDEOS

INTERACTIVE

Immersive, transparent and interactive experience for lessees and buyers

HTML5
PHP
OFFLINE

HARDWARE

Contact INseARCH for help with touchscreens, kiosk options and computers

775-772-9385

COMPUTERS
KIOSKS
WALL HUNG
INSTALL
TRAINING

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Urban Trek - *NEW* 32

LINKS

CLICK each to view and interact

IDApro.cloud INTERACTIVE SALES APPS:

SINGLE FAMILY:

The Meadows

Semi-Custom

TerReno

Ivesia - Demo

MULTI-FAMILY:

Silverado Apartments

High Rise Site Plan Demo

Modern Theme - menu across bottom

Floor plan Theme - compare

SELF GUIDED VIRTUAL TOURS:

exterior

townhome 1

townhome 2

Single Family 1

Single Family 2

AMENITY:

The Meadows

INTERACTIVE BUILDING SECTION:

single family

WEBSITE: INseARCHinteractive.com

IDApro.cloud: the only app to have a quantifiable ROI

THE PROCESS

INseARCH is a full service company from graphics to software.

Step 1 - DISCOVERY
Discovery of most appropriate assets for the project

Step 2
Scope of assets itemized and approved for project

Step 3 - LET'S GO!
Signed work order

Step 4
Receive asset files from client and begin graphics

Step 5
Deliver assets for approval

Step 6
Develop custom brand fetaures for application

Step 7
Launch initial app for approval

Step 8
Insert all Graphics into Interactive application

Step 9 - LAUNCH!
Purchase touchscreen, launch app. , train sales staff

We have created an application that allows us to be both custom AND provide a quick delivery!

INseARCH is a full service company, we can provide all graphics as needed but our application can accept all other outside graphics

From Discovery to Launch, our entire process takes roughly 1 month (depending on amount of graphics recquired) to launch!

we sell touchscreens

Contact INseARCH for help with touchscreens, kiosk options and purchasing!

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GRAPHICS

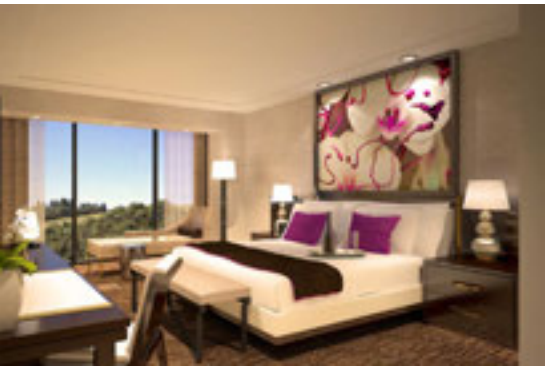
Below are just a few examples of our graphics, many options and styles are available within each of the below categories.

Floor Plans
2D and 3D

Our floor plan graphics are meant to illustrate your spaces the best way possible. Conveying what the space will feel like is very important to a home buyer. If you have static plans with limited to no options we recommend our 3D style plans and 3D top view plans. If you have many structural options we recommend our 2D colored plans.

RENDERINGS
INTERIOR | EXTERIOR

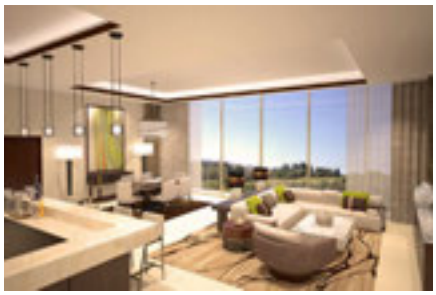
We have many years of experience in the rendering industry. With roots rendering casinos, our attention to detail and backgrounds in architecture provide you with an unmatched quality of work.

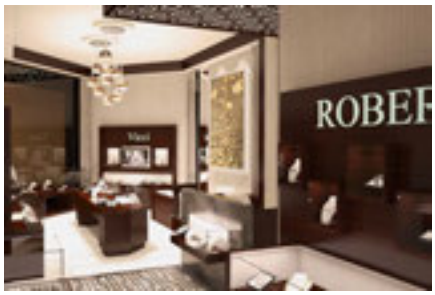


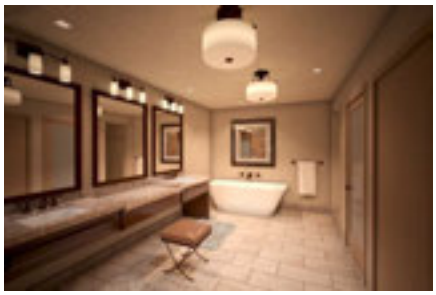
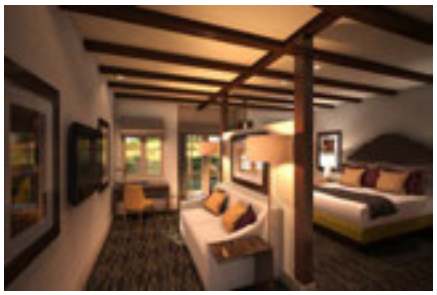
SITE PLANS
SINGLE & MULTI-FAM

All of our site plans are designed with the intent to be used interactively. Our graphics can also be used for print materials as well! Whether you are showcasing your amenities or simply want to show sold lots in real-time, we have created a seamless software for you!

GRAPHICS
Additional examples





IDA PRO·CLOUD
INTERACTIVE SALES SOFTWARE
POWERED BY INSEARCH

Single Family

CLICK each example to view and interact

The Meadows

Semi-Custom

TerReno

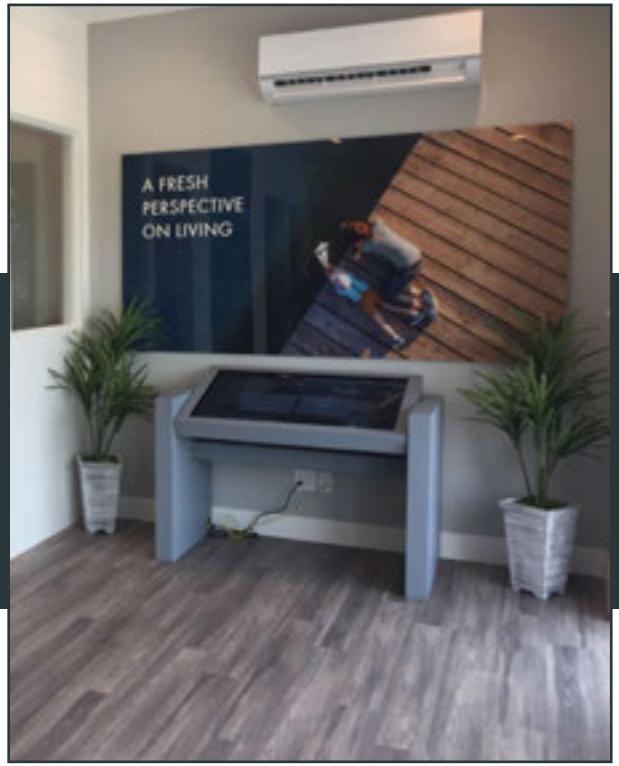
Ivesia - Demo

Show from Discovery Channel

All of your assets are in one location for ease of use by home buyers. You can use or app as a standalone website, integrate into sales center devices and kiosks or embed into your existing website. Our IDApro. cloud software has been proven to increase option sales through our exclusive inclusion of option prices and mortgage calculators. Your buyers can visually go through the options you offer and see what their monthly payments will cost. The following pages showcase everything you need to create an impactful, immersive and valuable sales tool for your sales agents and home buyers.

No Setup Fees For Our Software.

Monthly Subscription Investment: $495/mo per community



SALES CENTER

- Browse Lot Availabilities
- Browse Floor Plan Types
- Experience Virtual Tours
- Browse Local Amenities
- Select Structural Options
- Price Out Plans With Options
- Quality Lead Generation

touchscreens

Contact INseARCH for help with touchscreen and kiosk options and purchasing!

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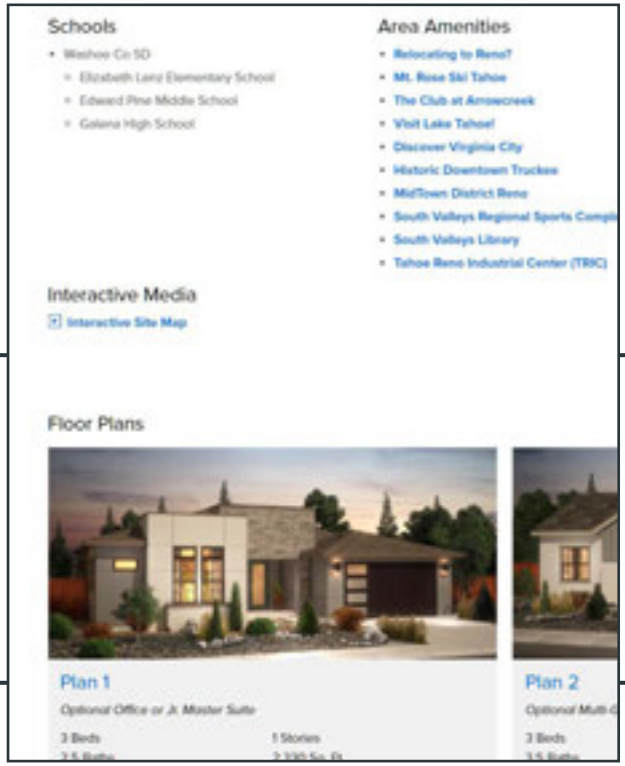
WEBSITE

- Over 90% of respondents turn to the Internet first when searching for a new home.
- See Lot Availabilities
- Browse Floor Plans
- Buyers Can Save Favorite Designs and emails your sales team for a qualified lead



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FEATURES

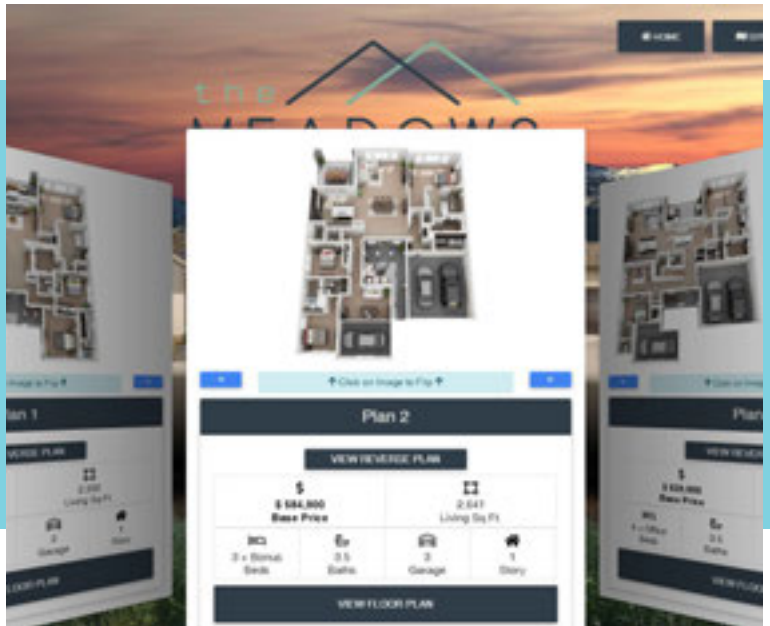
- Included Set-up
- Software Updates
- Browser Updates
- Maintenance
- CRM Integration
- Pricing
- Mortgage Calculator
- Client Support

Project Management INTEGRATION

Whether you use Builder Trend™ or any other project management software, our IDApro.cloud software can consolidate so that you manage all projects in one place. Meaning, any pricing, lot status, analytics or leads from your IDApro.cloud platform will automatically update to your existing CRM or pull from your CM management in real-time!

PLAN FLIPPER

Our Plan Flipper allows prospects to scroll through all floor plan types for a quick visual of the individual unit details; click or tap for more information and to customize.



CUSTOM **SPLASH SCREEN**

ABOVE: You can touch or click any of the buttons to interact. Our software is not a linear process, buyers can pick and choose which way they want to explore, choose their lot and save their designs.

MULTI-TOUCH **SPLASH SCREEN**

BELOW: rotate the dial at the right to slide out image, videos, tours, etc. This Multi-touch interactive splash screen is a great tool to understand the overall project in the sales center.

AMENITY
AREA EXPLORER

ABOVE: Our custom amenity map allows your buyers to look around the immediate area of your community to view what schools, parks, restaurants etc are in the area.

INTERACTIVE
BUILDING SECTION

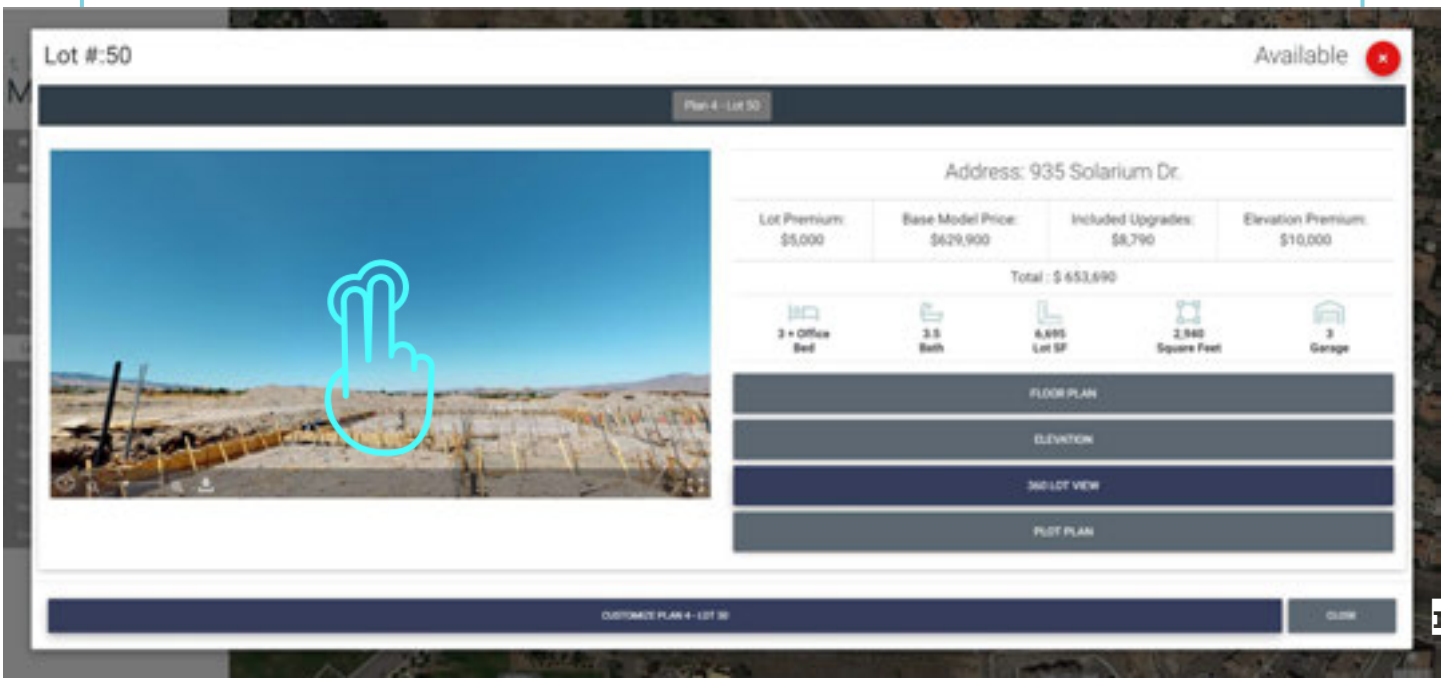
BELOW: Do you have a bunch of building features that you include in you base price? Our Interactive Building Section app showcases all your features that makes you unique!

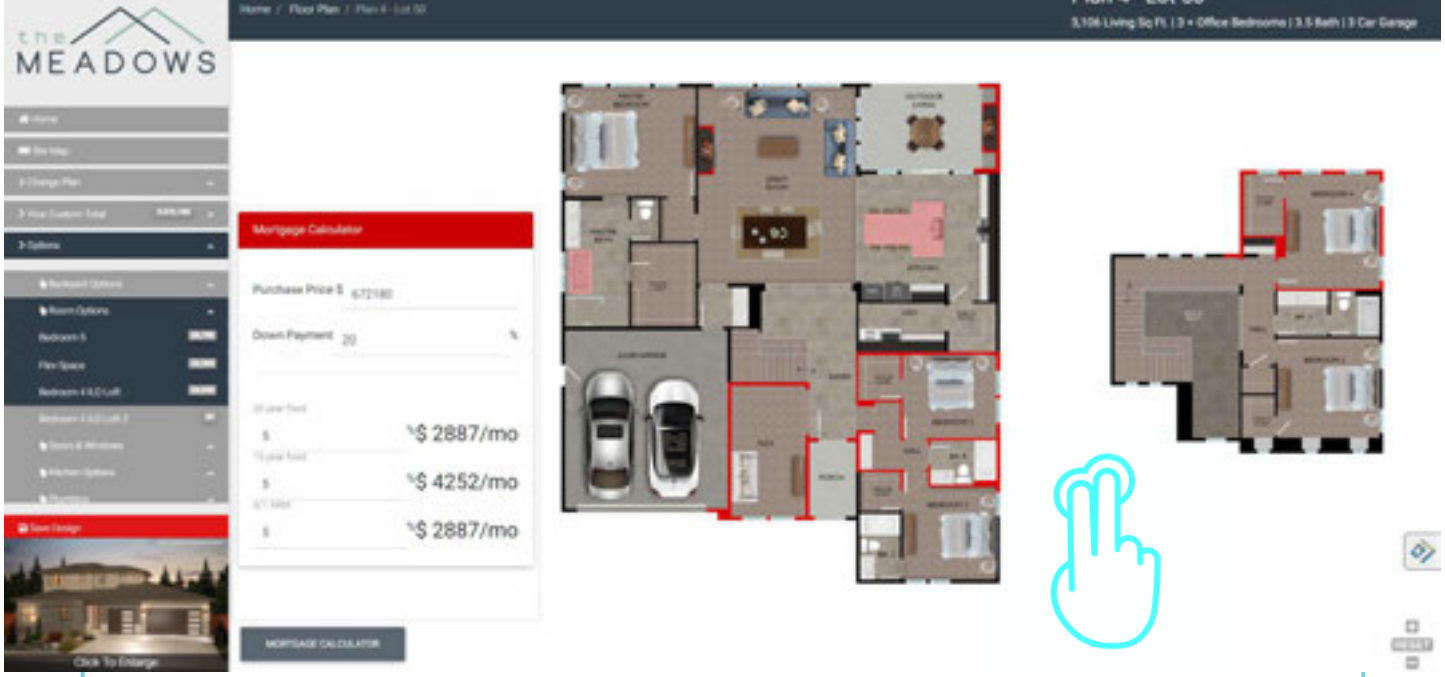
INTERACTIVE **SITE MAP**

ABOVE: Our site map is fully responsive with a customizable Legend on the left side bar. You can click on each status to see a live view of status' on the map to the right. Quick change status' in real-time!

SITE MAP **LOT CARD**

BELOW: Once a lot has been selected via the site map, a customizable lot card appears with all the vital information pertaining to said lot including: Fit List, 360 Lot Views, Plots maps and more..



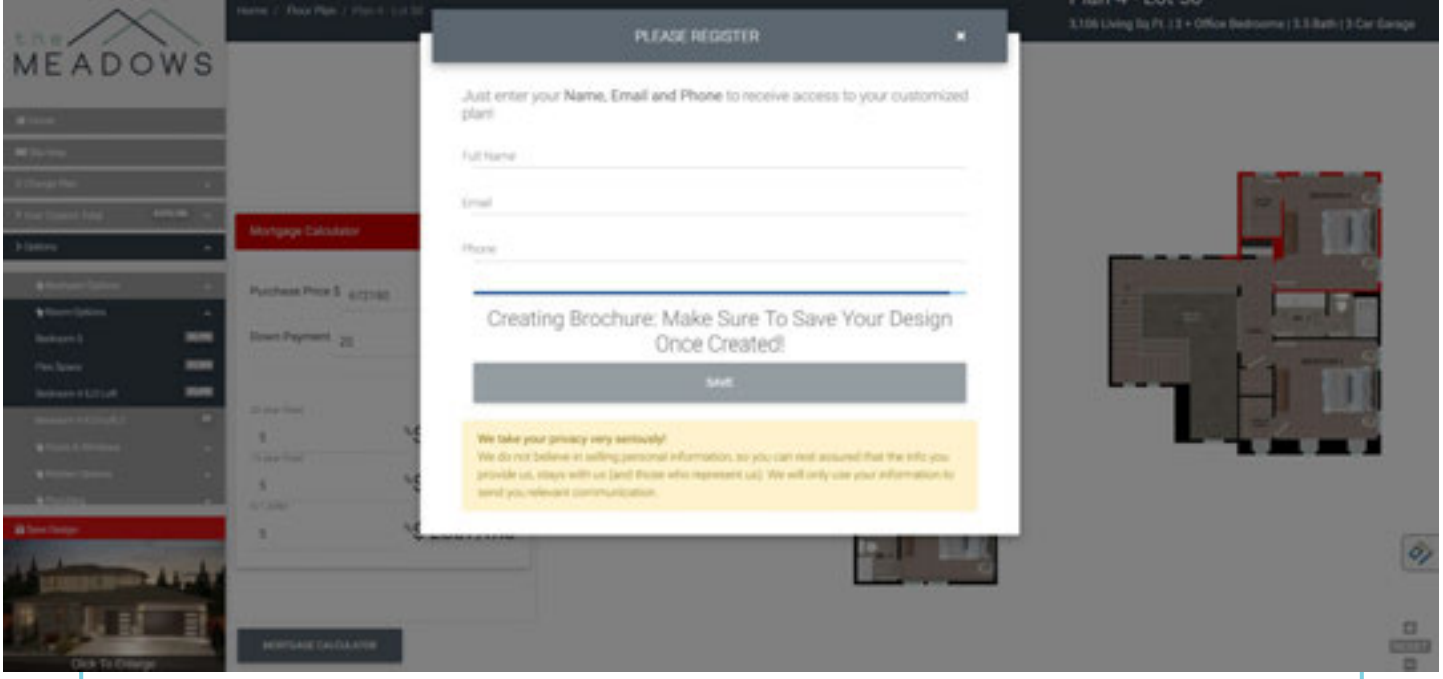


INTERACTIVE **FLOOR PLAN**

ABOVE: Our interactive floor plan page is very easy to navigate. The right side is the view window and the left side houses all of the available options with pricing. Our software allows you to easily make custom templates per lot!

FLOOR PLAN **GADGETS**

BELOW: Add lender application forms, 3D virtual Tours, Galleries and more right to your interactive floor plan page with our Gadgets!

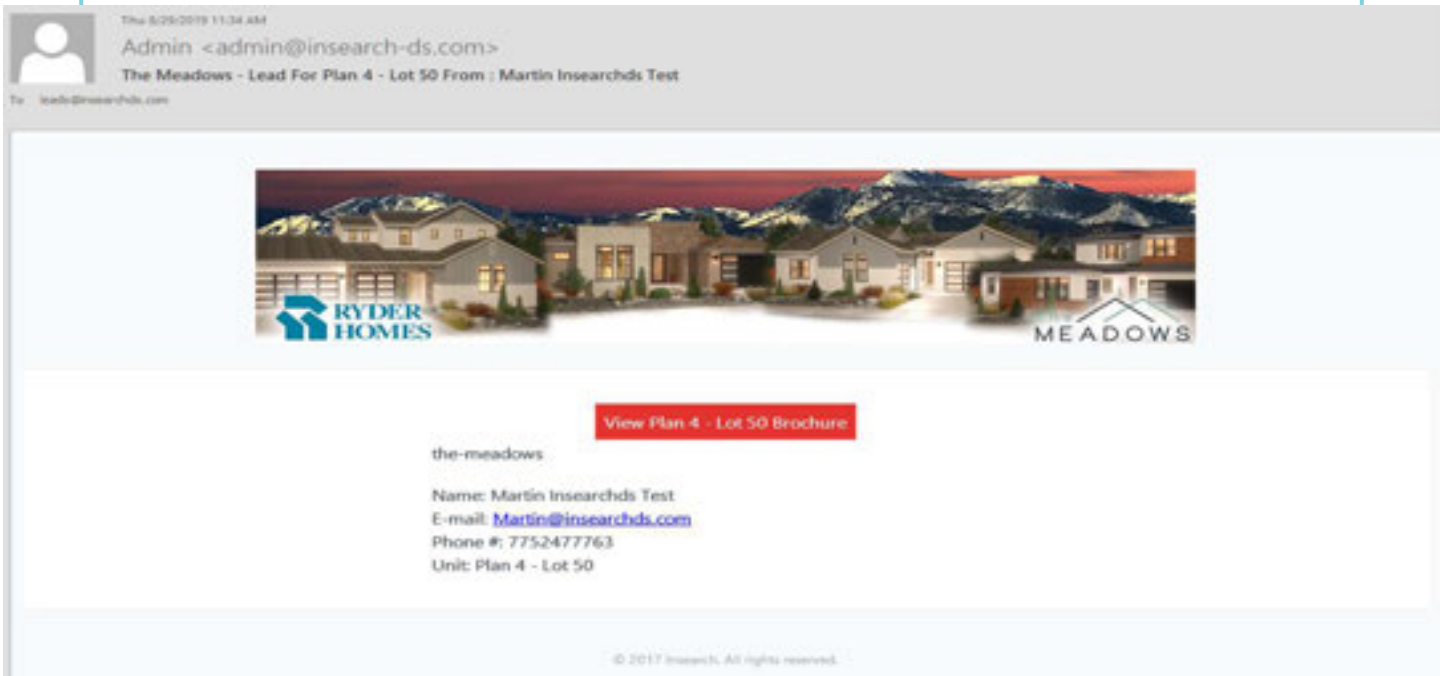


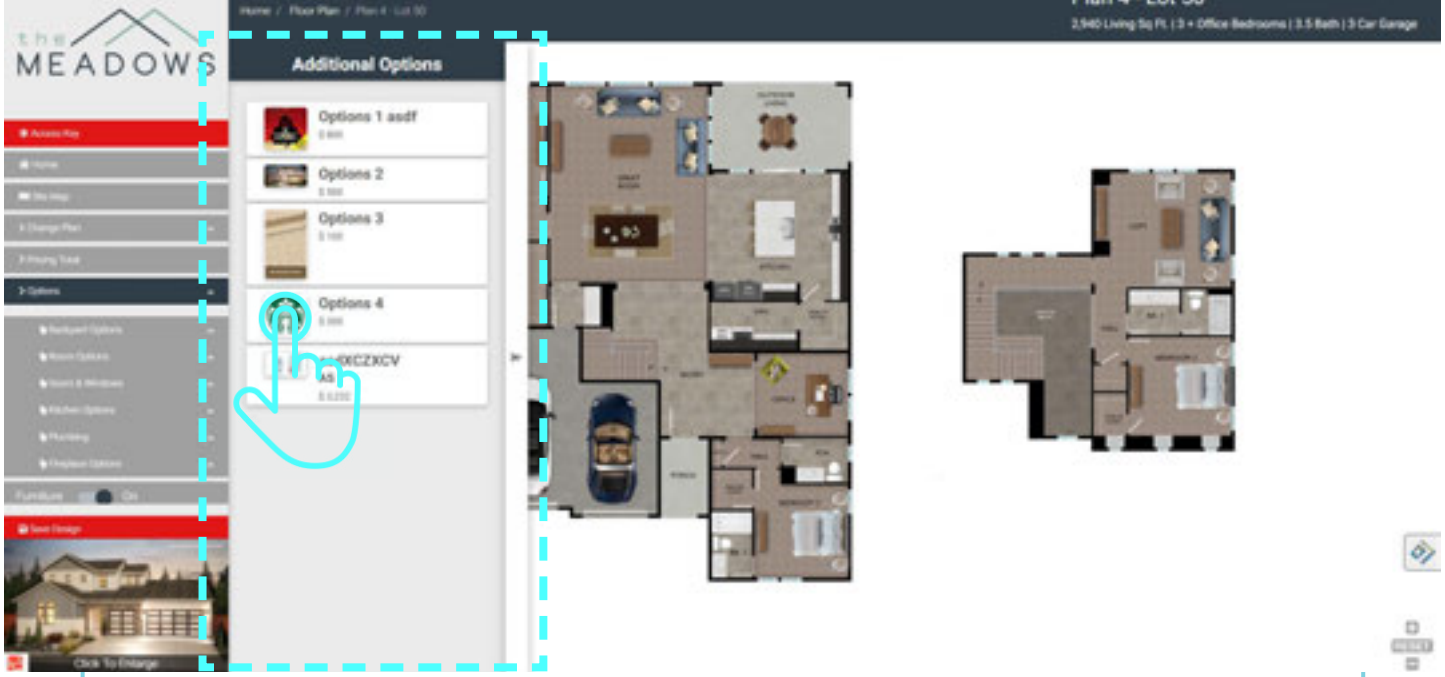
CUSTOM BROCHURE

ABOVE: Buyers are able to save their designs they have created either at home or in your sales center. The brochure shows: elevation chosen, floor plan chosen with prices and current lot status.

LEAD CAPTURE

BELOW: When your buyers save a brochure your sales team is automatically emailed a copy of the leads contact information and brochure they created. Our back-end houses all saved leads.



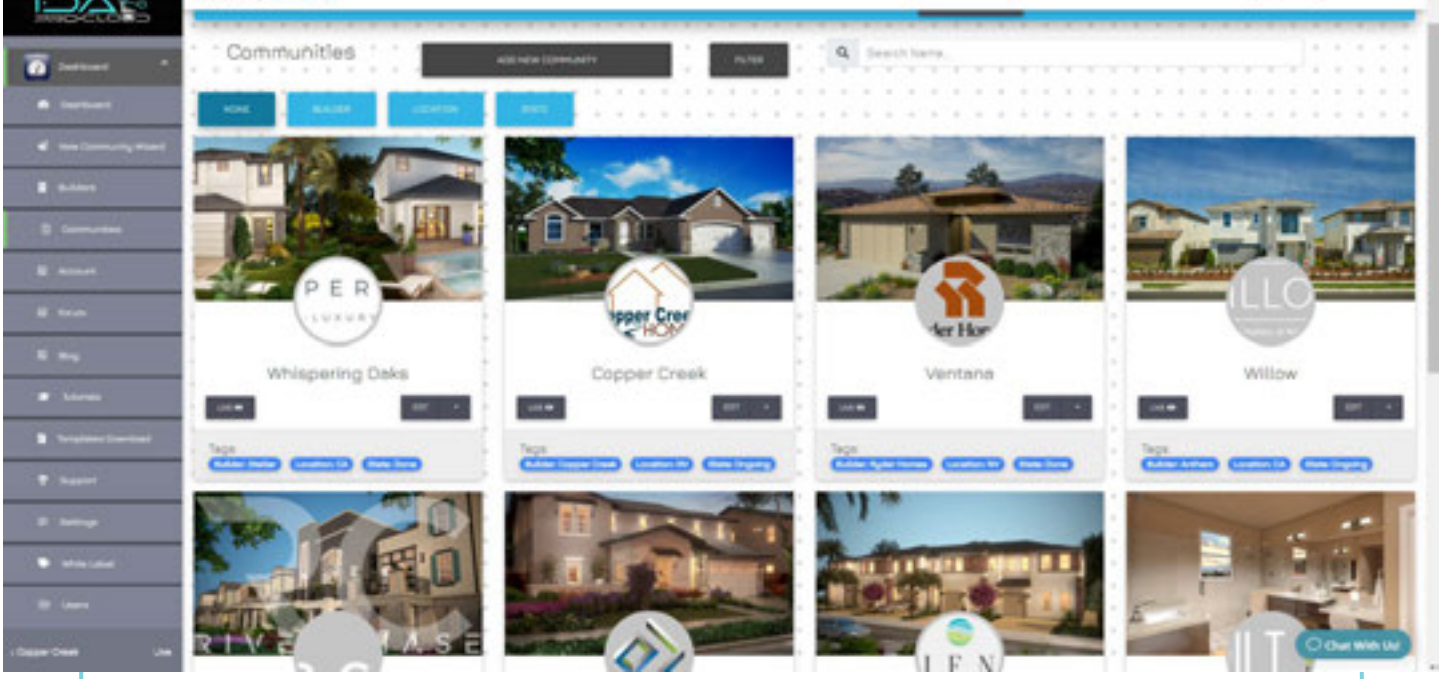


OPTIONS
ADDITIONAL

ABOVE: Our additional options slide out for your floor plan templates is a great way to showcase your smart home features. You can add images, descriptions and pricing to each additional option. You can even add web links to view right within our app!

IDApro.cloud
BACK-END

BELOW: Our Back-end login is rich with tools that you can do yourself! Here you can change lot status in real-time, change pricing, make floor plan templates for lots (great for spec homes!), view leads, view analytics and more!

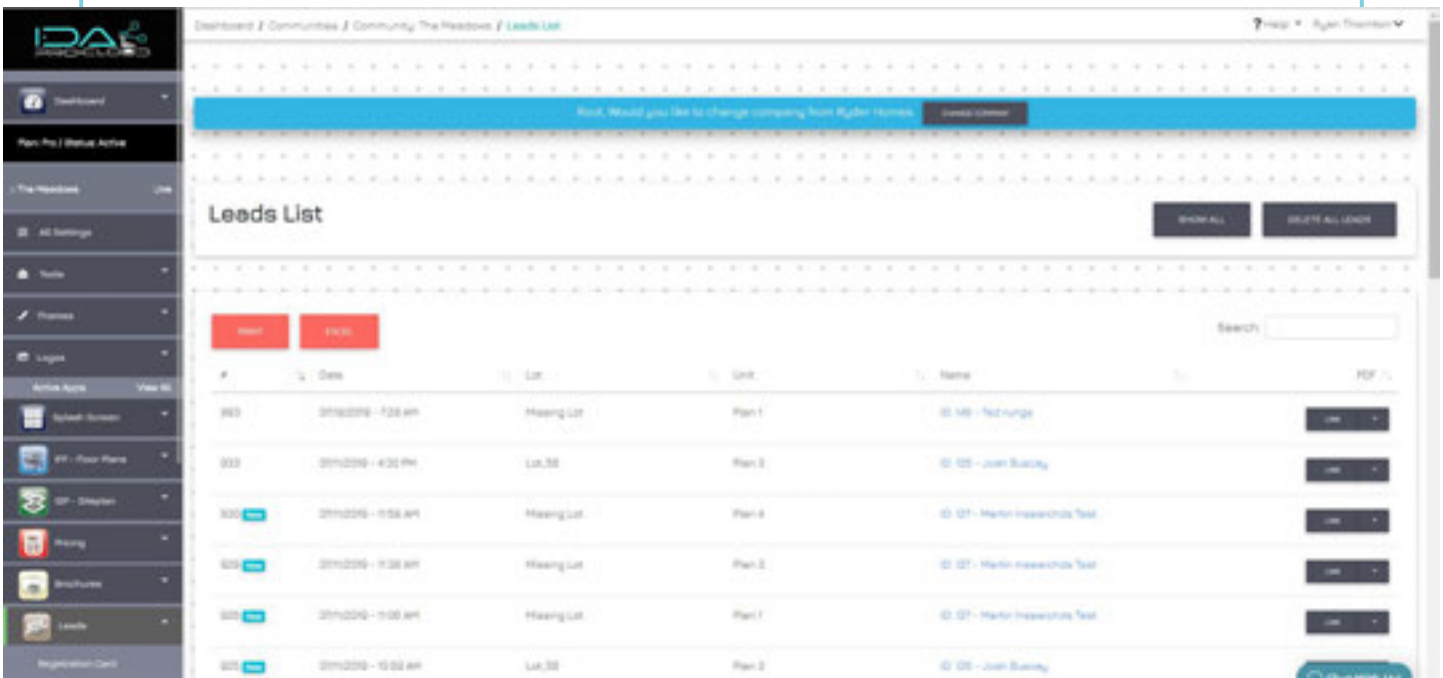


BACK-END **CONTINUED**

ABOVE: Communities list

BACK-END **CONTINUED**

BELOW: Lead List



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Multi-Family

CLICK each example to view and interact

Trailer Video
Silverado Apartments
High Rise Site Plan Demo
Modern Theme
Floor plan Theme - compare

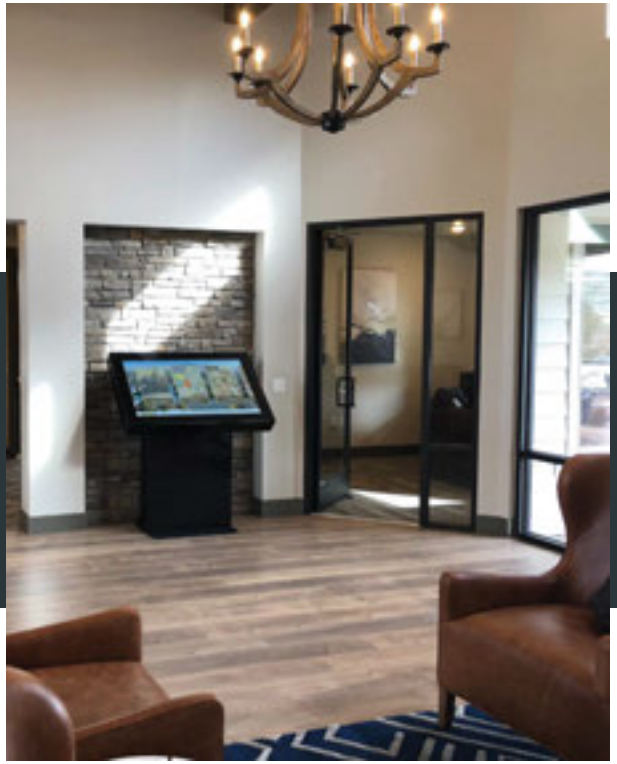
Our IDApro.cloud software is a fully inclusive web-based interactive application.

What does this mean?

All of your assets are in one location for ease of use by your lessee. You can use or app as a standalone website, integrate into sales center devices and kiosks or embed into your existing website. Models are a thing of the past when you integrate our virtual or model unit tours! The following pages showcase everything you need to create an impactful, immersive and valuable sales tool for your leasing agents.

No Setup Fees For Our Software.

Monthly Subscription Investments as low as: $1.00/unit/mo



SALES CENTER

- Browse Unit Availabilities
- Browse Unit Types
- Experience Virtual Tours
- Apply Right On The Kiosk
- Browse Local Amenities
- Pay Rent
- Request Maintenance

touchscreens

Contact INseARCH for help with touchscreen and kiosk options and purchasing!

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WEBSITE

- 72% of respondents turn to the Internet first when searching for an apartment.
- Watch Lifestyle Videos Of The Project
- See Availabilities
- Browse Units
- Send Favorite Plans To Your Phone Or Email

IDA PRO·CLOUD
INTERACTIVE SALES SOFTWARE
POWERED BY INSEARCH

Included FEATURES

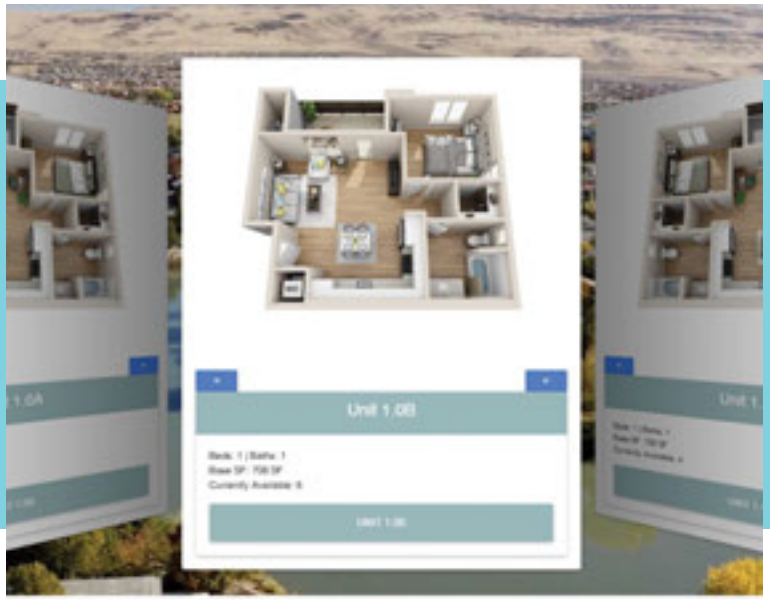
- Send to email
- Send to phone
- Software Updates
- Maintenance
- Pay rent integration
- Create Work Order
- Apply for apartment
- Customer Support

Project Management INTEGRATION

Whether you use Yardi™ or any other project management software, our IDApro.cloud software can consolidate so that you manage all projects in one place. Meaning, any pricing, unit status, analytics or leads from your IDApro.cloud platform will automatically update to your existing CRM or pull from your CM management in real-time!

UNIT FLIPPER

Our Unit Flipper allows prospects to scroll through all unit types for a quick visual of the individual unit details; click or tap for more information.



Plan Flipper

CUSTOM
SPLASH SCREEN

These interactive, swipeable tabs allow you to add as many as you need or want. These tabs will take you to different parts of the application. Need to show an external website? No problem, we can insert approved website into our App.! Different themes available!

Image
GALLERIES

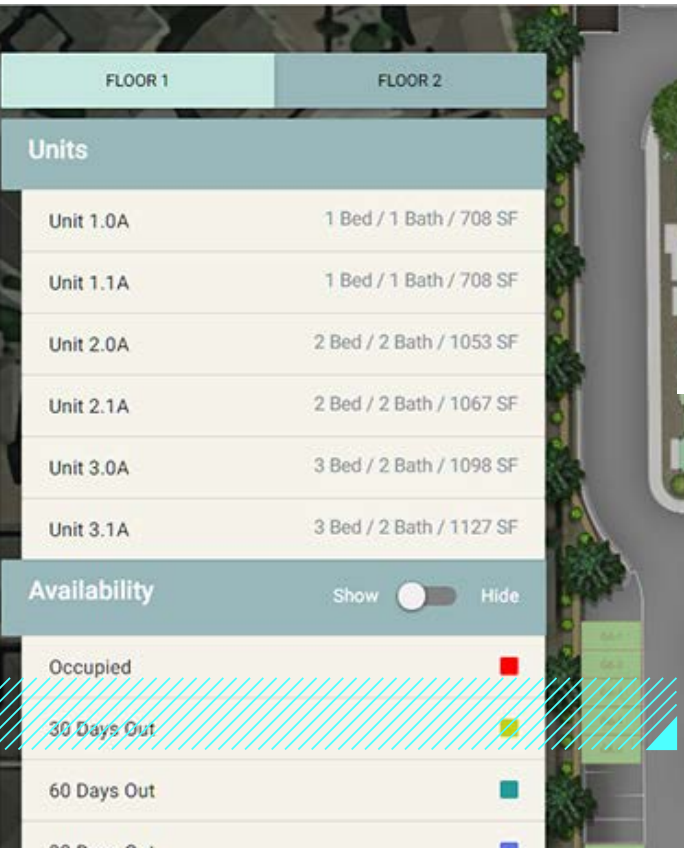
All of your images & renderings from the exterior to interior, and amenities to local attractions will be located in one tab under the Splash Screen. Galleries are also located within each unit plan throughout the App.

Required
GRAPHICS

3D floors plans are a show stopper and add great detail to your application. Accompanying the 3D plan is our 2D plan which shows a different perspective to the space while adding physical dimensions. Our site plan base graphics create a realistic appearance of what amenities you offer both on-site and within your building. With the base site created we save multiple levels of your building to create the illusion of height perspective.

marketing

We provide Hi-res files of our graphics so you can use for all of your print materials!



INTERACTIVE
SITE PLAN

From apartments to high-rise condos, our Interactive Site Plan has you covered. IDApro.cloud integrates with your project management software to create a real-time view into what availabilities you currently have, such as Occupied, Available, 30 Days Out, etc. Simply click on each unit to see the 3D & 2D floor plans, a virtual tour, various renderings & images and more. You can also filter by plan type and status.

3D AND 2D **UNIT PLANS**

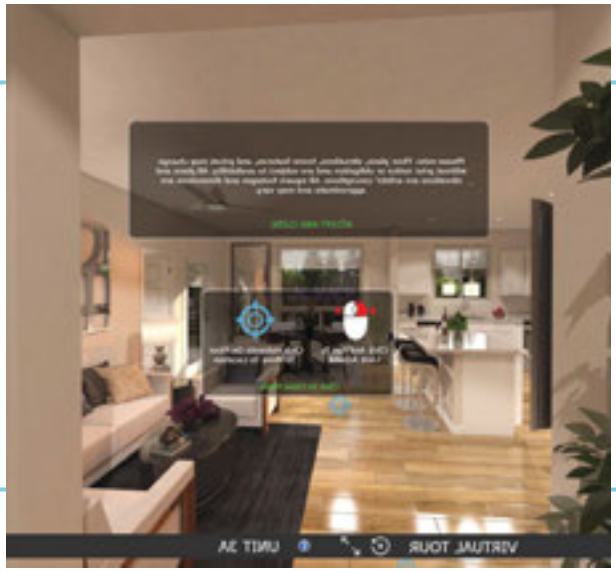
Gain perspective with our unit floor plans. The 3D plans boast a true perspective of the spacial qualities of each unit. Our accompanying 2D plans with dimensions offer a secondary spacial relationship so nothing is assumed.

Optional
GRAPHICS

We highly recommend our optional graphics listed below. The main additions that will highly benefit the value of your application are the Virtual and Model Tours. Additional graphics that help your prospective lessee AND your existing Lessees is our custom Amenities Map. Our Amenities Map highlights the surround areas activities, shops restaurants and more.

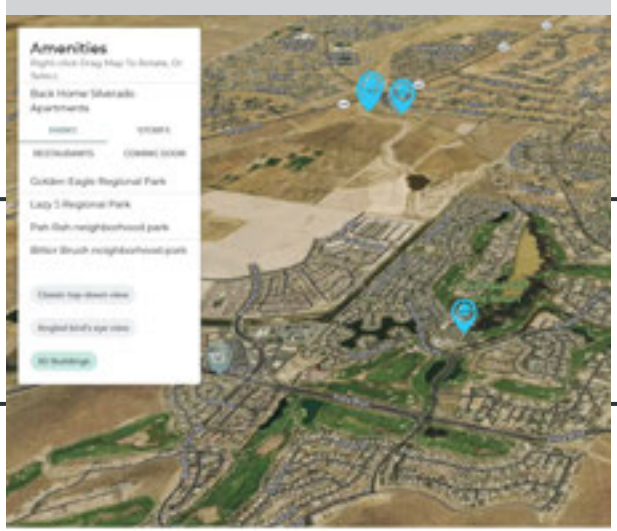
360
VIRTUAL UNIT TOURS

We 3D model your units and material to match your exact specifications for your project. We can even show the correct views out of the windows! Yo can sell your units straight from our virtual tour feature!



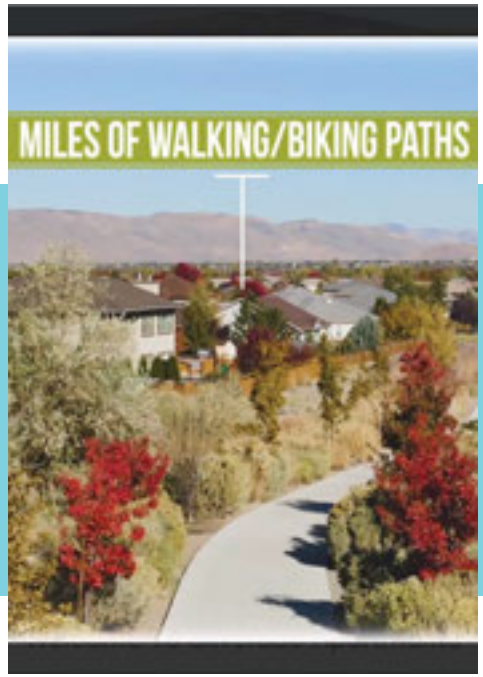
360
MODEL UNIT TOURS

We will come in and take 360 panoramic photographs of your model. You will have a web link that you can send to anyone to preview the model in a live internet experience. With our tours you can now lease your models out!



LOCAL **AMENITIES MAP**

Our amenities map works for both tenants and prospective lessee. Our custom amenities map can show surrounding building in 3D! We can do immediate surrounding amenities all way up to entire cities!



AREA
DRONE AND LIFESTYLE TOUR

Grab the browsing-buyers attention with our Drone and Lifestyle Tours. These quick tours will give your prospects an in-depth look into what you offer, as well as, what the surrounding area has to offer. From recreational activities to nightlife, we can showcase the selling points of your project are surrounding attractions!

CUSTOM

We can also create custom applications! In some cases what you need may not even cost anything. Please let us now if you have any custom needs or wants!

Example
PROJECT SCOPE

Below and on the next page is a sample breakdown of a typical project. On the next page you will see a cost breakdown for the initial investment and the monthly investment per unit for the project.

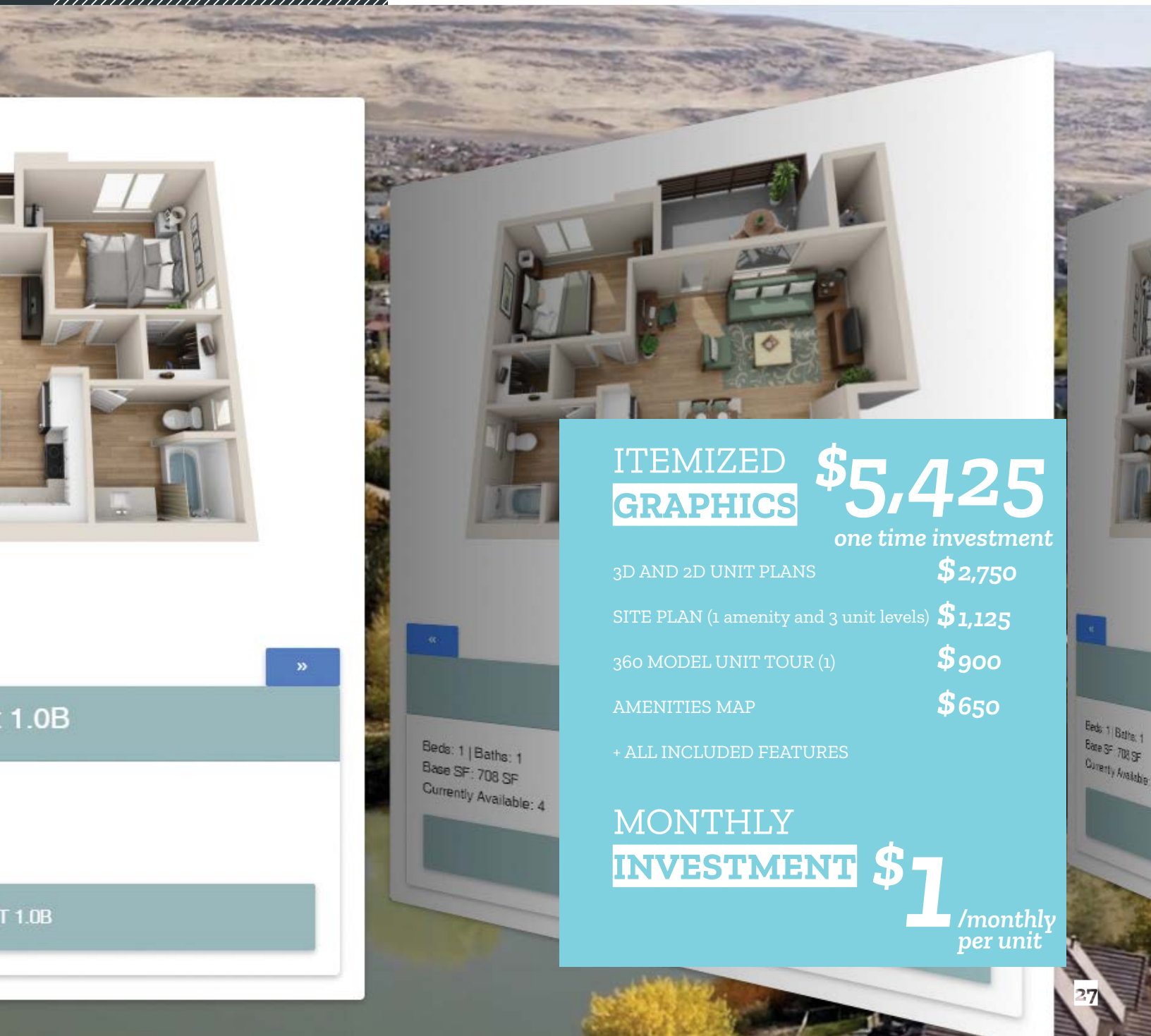
In this example, touchscreen purchases are separate. Please see estimate for example touchscreen costs.

PROJECT DETAILS

TOTAL NUMBER OF UNITS = 500

TOTAL NUMBER OF UNIT LAYOUTS = 10

LEVELS = 4



ITEMIZED GRAPHICS $5,425

one time investment

3D AND 2D UNIT PLANS	$2,750
SITE PLAN (1 amenity and 3 unit levels)	$1,125
360 MODEL UNIT TOUR (1)	$900
AMENITIES MAP	$650

+ ALL INCLUDED FEATURES

MONTHLY INVESTMENT $1

/monthly per unit

Single-Family
CASE STUDY

DiLoreto Homes
Ivesia Community
Year: 2018

Lots	114
Plans	6
Months Active	10
Average Base Price	$409,333
Average Sell Price	$434,603
Total Options Sold	$2,746,448
Total Interactive Investment	$6,000
Profit From Interactive Campaign	$2,740,448
Est. Total Graphics	$35,000

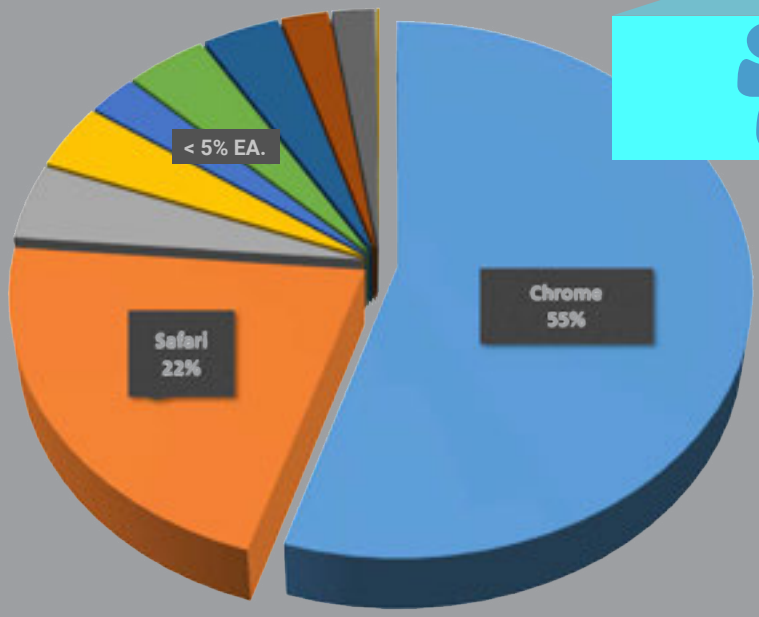
IDApro.cloud Tools Hard At Work

The summary of the Ivesia community by Di Loreto Homes is a testament to the power of offering interactive features on your website and sales center. 90% of buyers are searching online, at home, prior to stepping foot into a sales center. Our IDApro.cloud offers one place where your potential buyers can come and see what plans and options you have to offer.

The amount of options sold is a staggering number. +/- $25,000 in options were sold PER LOT for this community.

Average Minutes Per Visit **3**

Average Page Views Per Visit **2.4**



Users By Browser

55,511 USERS

Ivesia's IDApro.cloud application received 55,511 users throughout the one year sell out period. These users average a whopping 3 minutes per visit on the site.

-6% of the visitors were between the ages of 18-24
-30% of the visitors were between the ages of 25-34
-24% of the visitors were between the ages of 35-44
-19% of the visitors were between the ages of 45-54
-14% of the visitors were between the ages of 55-64
-7% of the visitors were between the ages of 65+

TOUCHSCREENS

We offer Elo touchscreens in many different sizes to fit your needs. From wall hung all-in-one units to custom kiosks, we can help you bring you sales center up to date!

touchscreens

Contact INseARCH for help with touchscreen and kiosk options and purchasing!

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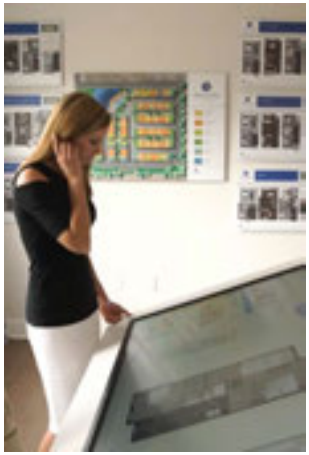
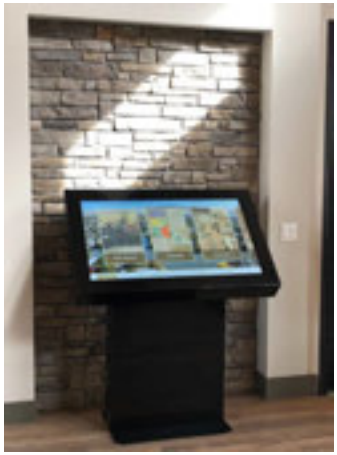


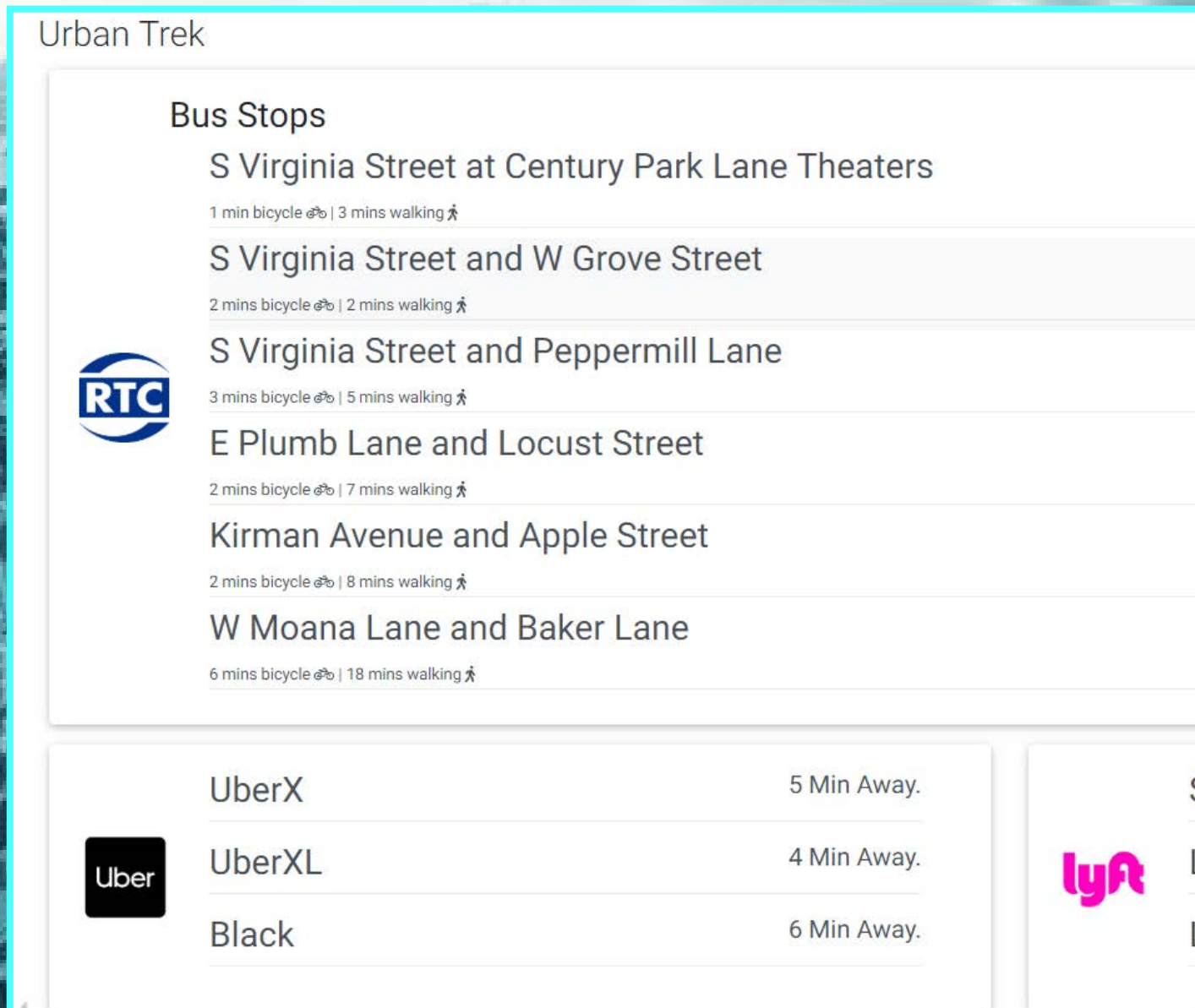


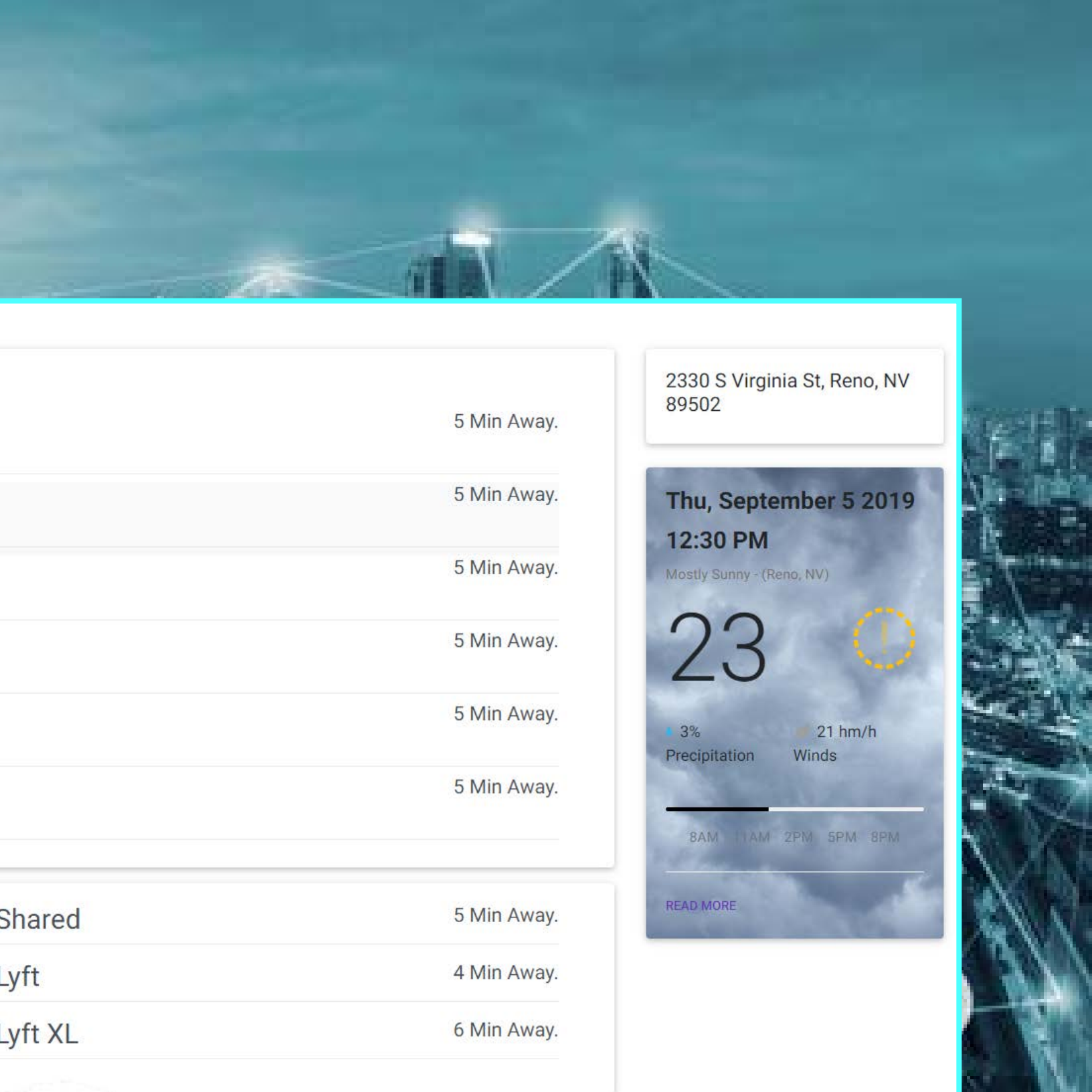
THE GREAT 2014
CHRISTMAS SALE
20% STOREWIDE DISCOUNT

Terminal Directory
THE NEW AMERICAN PASSPORT
American Airlines

NEW Urban Trek can embed into your application or run as a standalone app. Urban Trek consolidates all the urban ways to travel and showcases them on one interactive screen! Uber, Lyft, Scooters, and public transportation at your fingertips.

From a kiosk, you can see when the next bus is arriving or how many Ubers or Lyfts are in the immediate area. You can also see how long it will take to walk to the designated pick-up areas, and see current weather!




5 Min Away.
5 Min Away.
5 Min Away.
5 Min Away.
5 Min Away.
5 Min Away.
Shared
5 Min Away.
Lyft
4 Min Away.
Lyft XL
6 Min Away.
2330 S Virginia St, Reno, NV 89502
Thu, September 5 2019
12:30 PM
Mostly Sunny - (Reno, NV)
23
3%
Precipitation
21 hm/h
Winds
8AM
11AM
2PM
5PM
8PM
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