

Floor Plan Upgrades	Design Upgrades
Elevation	American Classic
Craftsman	
American Farmhouse	
Dining Room	
Add Dining Room	
Garage	
2 Car Front	
2' Extended Garage	
4' Extended Garage	
6' Extended Garage	
3 Car Garage	
2 Car Side Load Garage	
2 Car Side Load W/ Carriage	



CASE STUDY ROCKFORD HOMES

VISUAL SUITE PRO
by splensoft

Founded in 1985, Rockford Homes is a home building staple in central Ohio. In 2020, we approached Rockford with the prospect of launching a digital presence for their large catalog of floor plans, and within two years, completely transformed the company's portfolio.

Rockford Homes' integration of the Visual Suite Pro software has directly contributed to a rise in online user retention. Potential homebuyers can seamlessly transition from the traditional website to the online app and submit their home design directly to the sales team. VSP is the heart of a new pipeline that turns organic traffic into sales.



THE VISUAL SUITE

- ✓ Home customizer
- ✓ Interactive communities
- ✓ Direct line to sales team
- ✓ Master-quality renders
- ✓ Touchscreen kiosks
- ✓ Marketing analytics

What started as just a few 3D floor plans quickly became a one-stop shop that covers every aspect of the homebuyer experience, culminating with the launch of the interactive communities app in early 2022. Rockford's digital portfolio includes software for web, iOS, PC, OSX and Android.



Our software won the 2021 award for Best Virtual Sales Program, awarded to Rockford Homes, from the Building Industry Association of Central Ohio.

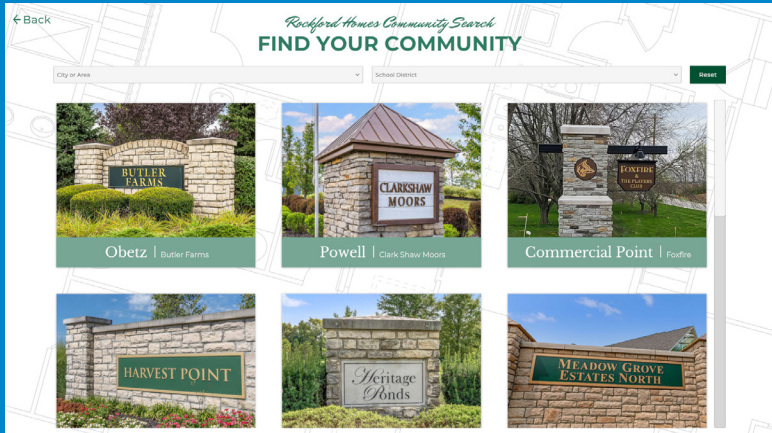
OCT 2021 - MAR 2022:

3030 APP INSTALLS
28K ACTIVE SESSIONS
700 DIGITAL LEADS

AppsFlyer, Firebase and proprietary analytics

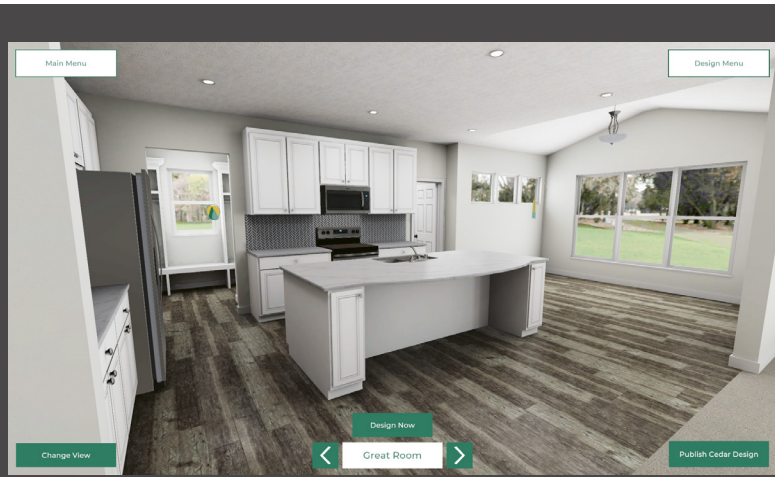


The interactive communities portion of the app, pictured above, hooks directly into a real estate database to provide realtime plot availability. Users can pick their ideal plot in a fully 3D scene, see nearby amenities and choose a floor plan for their plot. Users can also view and learn about pre-built homes.



ONE SOLUTION FOR EVERY MEDIUM

From web and interactive digital media to physical products, we can streamline your entire deployment pipeline, draft to publication, and integrate directly into your marketing flow.

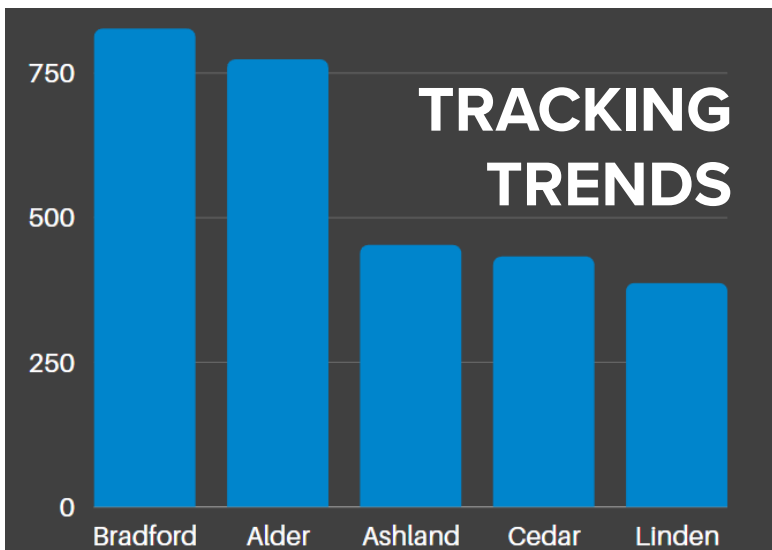


THE DREAM HOME

SplenSoft hand crafted a digital replica of Rockford's extensive library of home customization options. Flooring, carpeting, backsplashes, bath tile, cabinets and countertops are just some of the options users can access.

The exterior of the home has customizable roof shingles, stone/vinyl siding options, and an array of elevation and garage configurations.

Once the user finishes making their dream home, they can send their design straight to the Rockford sales team with a single button click.



The Rockford Homes app provides powerful analytical data to track which floor plans are drawing the most attention, allowing marketing campaigns to unlock their full potential.

Rockford Homes remains a SplenSoft client as they continue to add floor plans, communities and more exciting home customization options for their buyers. Rockford's customers will continue to use their app for many years to come.

Call us today to build the software of your dreams.

Contact us now: info@visualsuite.pro
330-366-6643 www.visualsuite.pro

