

5 ways architectural renderings make your sales efforts more effective.

There is a lot of time, work, and cost involved with having an architectural firm develop blueprints that accurately present your project or development.

The “technical expertise” makes using architects absolutely requisite for planning and construction. Too often, though, blueprints are also used to communicate the project concept to potential buyers, approval committees, and decision makers.

In this – the communication of how a project looks and functions and blends with its environment – *blueprints are only moderately successful.*

Tell Me

It is usually up to a project representative to add life to the blueprints, explaining to potential buyers the concept of the project, and how the design fulfills that concept. Yet few representatives are able to close a project on the first presentation. They present, answer questions, and leave.

Left behind are the blueprints. At this point, the project’s future becomes very dependent on the recollections and interpretations of the people who attended the presentation. It is now their task to present and explain, shuffling the prints through multiple meetings and layers of decision-makers.

Much gets lost in the translation. Blueprints cause loss of time, communications and often times, the deal itself.

A Better Way

The good news is, there is a better way. A presentation strategy that is faster to develop and usually less costly than blueprints, while providing these important benefits:

- ▶ Communicates the vision simply
- ▶ Accelerates the design process
- ▶ Evokes emotional response in potential buyers
- ▶ Provides confidence among key decision-makers
- ▶ Breaks language and communication barriers

Thanks to a combination of advanced computer technology and traditional artistic talents, specialized creative firms are now making it possible for virtually any developer to add this highly-persuasive element to their sales proposals. It’s an investment that pays off handsomely.

Show Me

Pictures are powerful. They don’t need any words to explain them. Savvy developers are realizing that **Architectural Renderings** – conceptual illustrations of the proposed project – dramatically increase their success in closing deals.

Simply put, Renderings Sell.

The First Brick

Architectural renderings evoke emotion and passion. They communicate the vision of your project in ways a blueprint never could. These realistic, accurate and poignant illustrations bring your company's projects to life, long before the first brick has been set.

As a pre-construction sales tool, renderings can be used across multiple presentation media:

- ▶▶ Proposals
- ▶▶ Sales Brochures
- ▶▶ PowerPoint presentations
- ▶▶ Direct-mail solicitations
- ▶▶ Site signs
- ▶▶ Sales office displays
- ▶▶ Collaterals
- ▶▶ Websites

Renderings allow you to easily demonstrate the value of options and upgrades. Your base rendering can be prepared in several versions, showing potential buyers the exact effect of finish, color, and floorplan variations.

Invisible Cost

Perhaps a basic pen & ink rendering will be enough to communicate the vision of your project. Or, it may demand a photo-realistic rendering complete with environmental elements such as people and surroundings. Choosing the format that will work best is a simple process that can be determined through an assessment of need, cost, and speed.

In every case, the final cost is more than offset by the effectiveness renderings bring to the selling process. Your project is more likely to sell, and sell faster. Its cost is invisible compared to the cost of countless days and meetings.

"...According to the General Contractor your rendering was instrumental in getting the contract. Thanks for all of your hard work." Jeffrey Shingler Business Development Manager Arizona Building Systems, Inc. an affiliate of North American Building & Development, LLC

FREE Quote

Call Brick House Multimedia at 480-777-7112 to request a free quote on your next project. In just a few minutes, Brick House will be able to provide an overview of the process, timeline, and costs that will be involved.

You don't even need a blueprint to get started.
Discover for yourself how renderings sell.

Call Brickhouse Multimedia at 480-777-7112, or e-mail Info@BrickHouseMultimedia.com.

