renderings.com

CASE STUDY

THE NOLES RESIDENCE

CUSTOM SPEC HOME

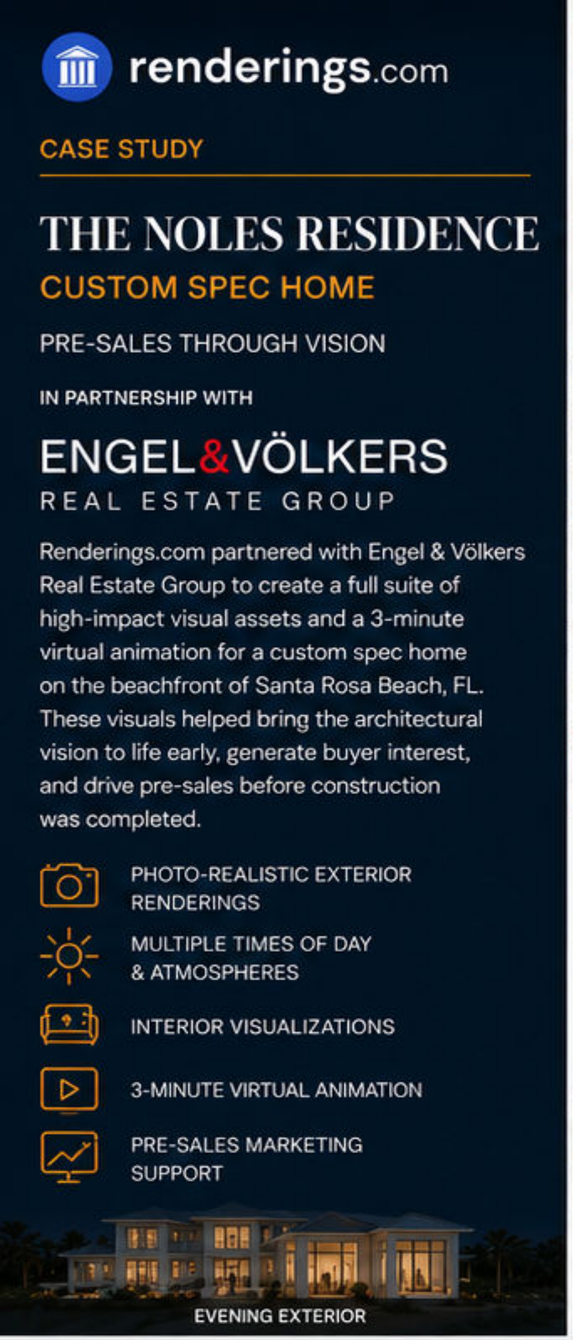
PRE-SALES THROUGH VISION

IN PARTNERSHIP WITH

ENGEL&VÖLKERS
REAL ESTATE GROUP

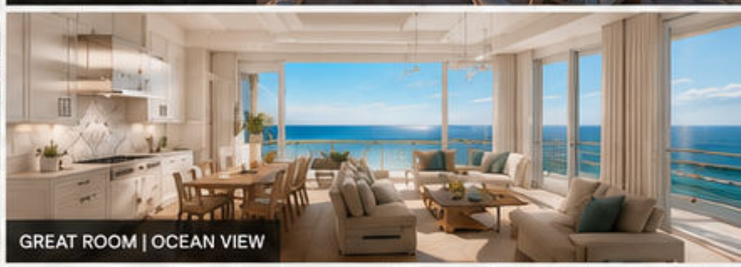
Renderings.com partnered with Engel & Völkers Real Estate Group to create a full suite of high-impact visual assets and a 3-minute virtual animation for a custom spec home on the beachfront of Santa Rosa Beach, FL. These visuals helped bring the architectural vision to life early, generate buyer interest, and drive pre-sales before construction was completed.

- PHOTO-REALISTIC EXTERIOR RENDERINGS
- MULTIPLE TIMES OF DAY & ATMOSPHERES
- INTERIOR VISUALIZATIONS
- 3-MINUTE VIRTUAL ANIMATION
- PRE-SALES MARKETING SUPPORT


EVENING EXTERIOR




BEACH FIRE PIT | SUNSET


GREAT ROOM | OCEAN VIEW


PRIMARY SUITE | PRIVATE BALCONY

THE CHALLENGE

Market a high-end custom spec home before construction completion in a competitive beachfront market.

OUR SOLUTION

Delivered a complete set of photo-realistic renderings, interior visualizations, and a 3-minute virtual animation to showcase the lifestyle and design intent.

3-MINUTE VIRTUAL ANIMATION

A cinematic experience that guides potential buyers through the home's architecture, interiors, and beachfront surroundings.

PRE-SALES IMPACT

Generated strong buyer engagement, qualified leads, and early commitments resulting in successful pre-sales.

PARTNERSHIP

Close collaboration with Engel & Völkers Real Estate Group ensured the visuals aligned perfectly with their marketing strategy.


POOL & SUNSET VIEW


CHEF'S KITCHEN


COVERED OUTDOOR LIVING


BEACHFRONT LOCATION

THE RESULTS

- ✓ Secured multiple pre-sale commitments before completion
- ✓ Reduced sales cycle through immersive visual storytelling
- ✓ Exceeded marketing expectations with premium visual assets
- ✓ Strengthened buyer confidence by showcasing the lifestyle and investment value

> *"The visual package created by Renderings.com was instrumental in helping us market this exceptional property. The attention to detail and ability to capture the essence of beachfront living made all the difference in pre-selling the home."*
>
> – ENGEL & VÖLKERS REAL ESTATE GROUP

PROJECT HIGHLIGHTS

- Beachfront Custom Spec Home
- Multiple Times of Day & Atmospheres
- Interior & Exterior Visualizations
- 3-Minute Virtual Animation
- Pre-Sales Marketing Support
- Lifestyle & Location Storytelling

DELIVERING VISUAL EXPERIENCES THAT INSPIRE CONFIDENCE AND DRIVE RESULTS.

From concept to completion, Renderings.com helps architects, developers, and real estate professionals turn architectural vision into powerful marketing results.

Partner with Renderings.com to bring your next vision to life.
RENDERINGS.COM