renderings.com

CASE STUDY

SOUTHAMPTON RESIDENTIAL COMMUNITY

Beechwood Homes | Southampton, New York

A visualization campaign created to support pre-sales, buyer engagement, and marketing across an upscale residential development.



PHOTOREALISTIC CGI • AERIALS • EXTERIORS • INTERIORS



02 PROJECT OVERVIEW

Turning architecture into a pre-sale experience

Renderings.com partnered with Beechwood Homes to translate the Southampton vision into a persuasive visual story before completion. The campaign focused on architecture, landscape, amenities, and interior lifestyle imagery designed for sales presentations, digital marketing, print collateral, and buyer conversations.

THE CHALLENGE

• Communicate a premium residential experience before construction was complete • Help prospects understand architecture, scale, landscape, and lifestyle • Build a consistent visual library for pre-sales and marketing

THE VISUALIZATION STRATEGY

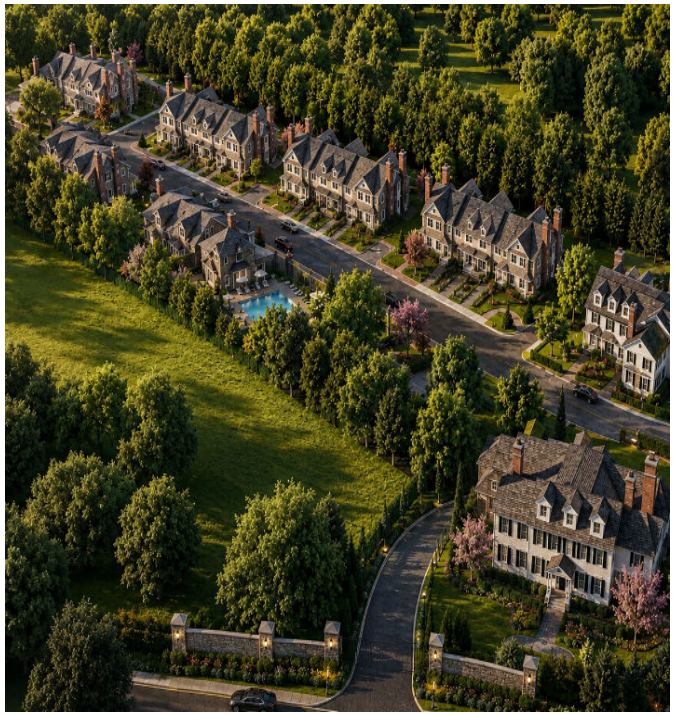
• Hero aerials to establish the community and setting • Street-level exteriors to humanize the architecture • Amenity and interior imagery to make the lifestyle tangible • Multiple lighting conditions for flexible campaign use

A sense of place from every scale



COMMUNITY AERIAL

Establishes the master plan, landscape character, arrival sequence, and relationship between homes and amenities.



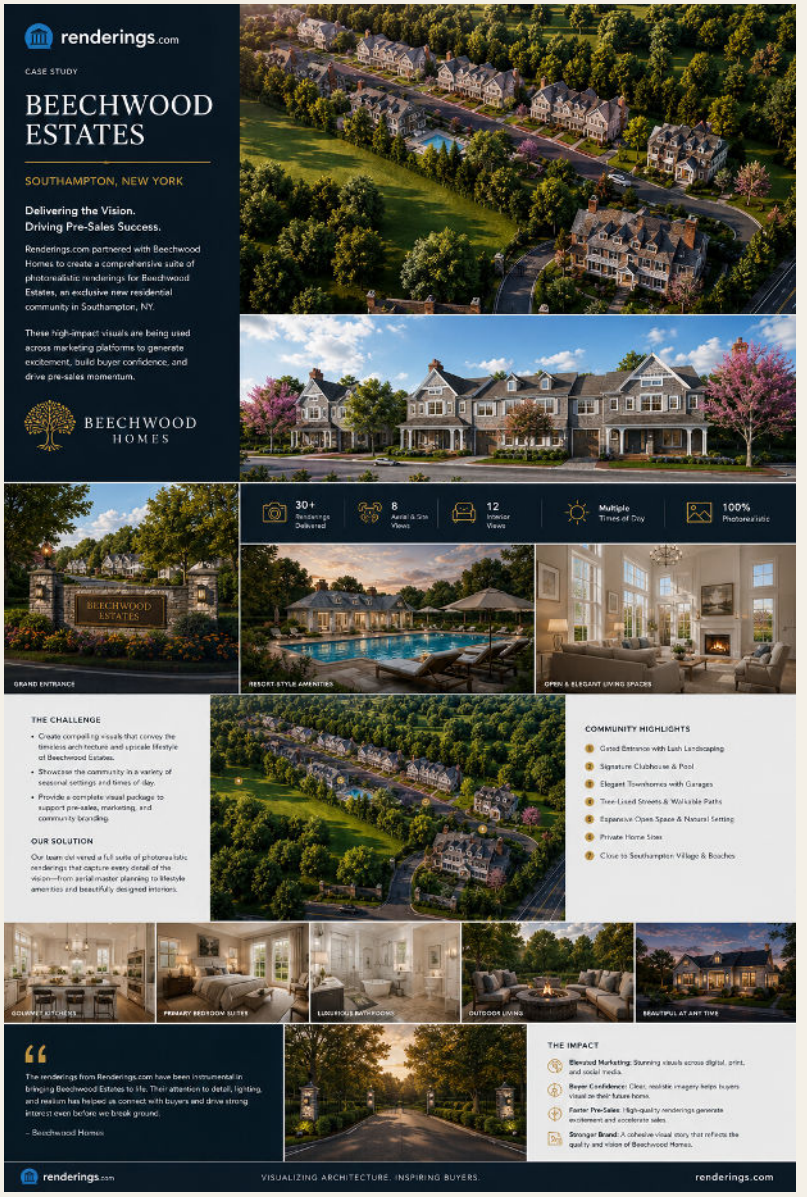
STREET-LEVEL HERO

Brings materiality, planting, and residential scale forward for buyer-facing marketing.

AERIAL	STREET	AMENITY	INTERIOR
Masterplan	Architecture	Lifestyle	Emotional connection

One visual language. Many buyer touchpoints.





Batch-rendering expands a single architectural vision into a coordinated library of aerial, exterior, amenity, interior, day, dusk, and night imagery. The result is a flexible asset system that can populate websites, brochures, presentations, signage, social media, and sales-center displays without losing visual consistency.

05 MARKETING IMPACT

Visualization built for the sales journey

PRE-SALES

Help buyers understand the product before physical completion.

BUYER CONFIDENCE

Show finishes, architecture, landscape, and lifestyle in a coherent visual narrative.

MARKETING CONSISTENCY

Create a unified image library for digital, print, presentations, and campaigns.

STAKEHOLDER ALIGNMENT

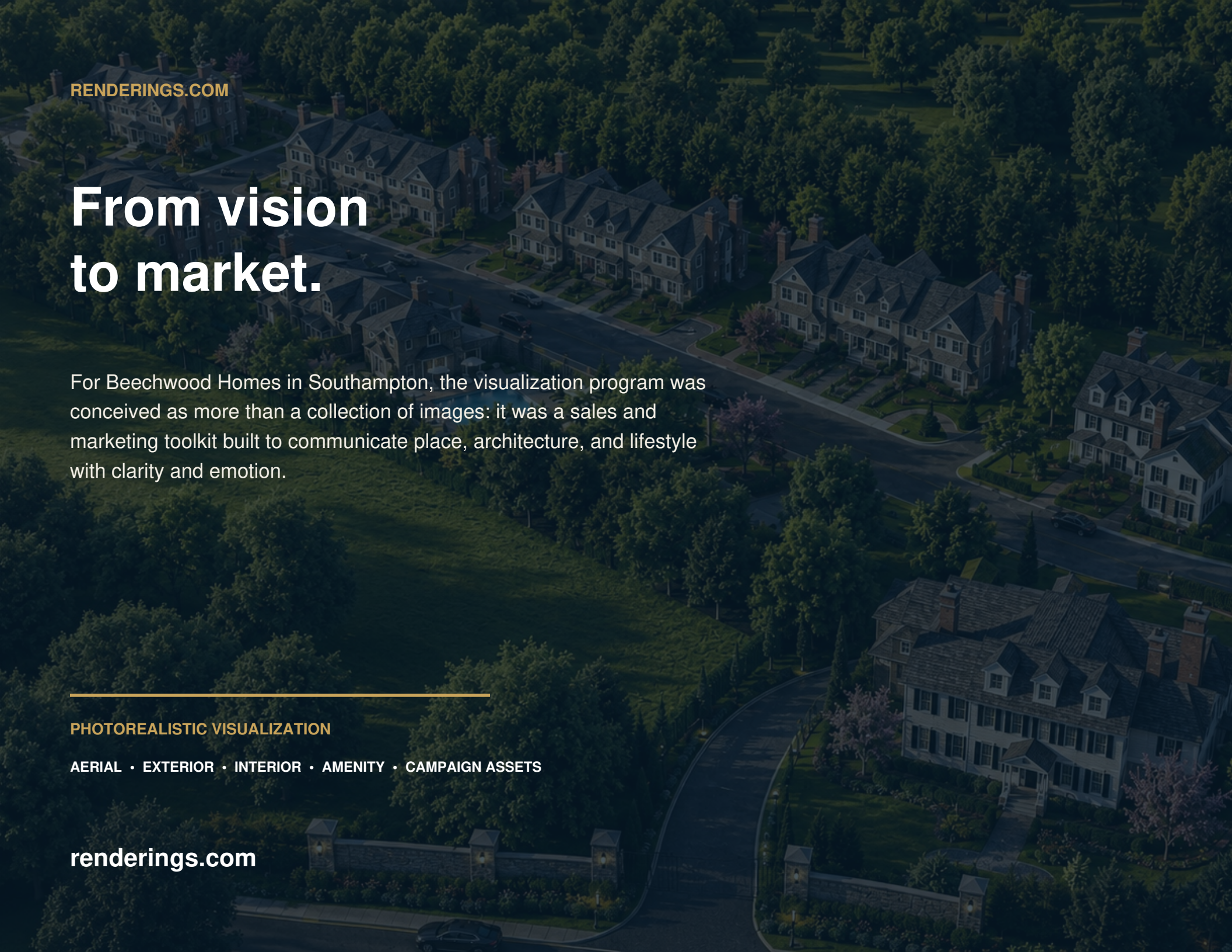
Give development, architecture, sales, and marketing teams a shared visual reference.



THE DELIVERABLE

A premium visual campaign that lets prospective buyers move from the big picture to the front door - and then into the lifestyle of the home.

Designed to make an unbuilt community feel immediate, understandable, and market-ready.



RENDERINGS.COM

From vision to market.

For Beechwood Homes in Southampton, the visualization program was conceived as more than a collection of images: it was a sales and marketing toolkit built to communicate place, architecture, and lifestyle with clarity and emotion.

PHOTOREALISTIC VISUALIZATION

AERIAL • EXTERIOR • INTERIOR • AMENITY • CAMPAIGN ASSETS

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