renderings.com

CASE STUDY | OCALA, FLORIDA

VISUALIZING A LUXURY EQUESTRIAN SPEC ESTATE

RENDERINGS.COM × CHRIS DESINO
× OCALA HORSE PROPERTIES

Renderings.com worked with Chris Desino and Ocala Horse Properties to transform the vision for this luxury equestrian spec home into a complete visual marketing campaign before construction.

THE ASSIGNMENT

Create compelling, photorealistic imagery that would allow prospective buyers to experience the architecture, equestrian facilities, amenities and interiors as a finished estate - helping the team market the property with confidence from the earliest stages.

ARCHITECTURAL VISUALIZATION
SPEC HOME MARKETING
EQUESTRIAN LIFESTYLE STORYTELLING



A COMPLETE VISUAL SALES STORY

RENDERINGS.COM × CHRIS DESINO × OCALA HORSE PROPERTIES



THE RESIDENCE



THE STABLES



STABLE INTERIOR



POOL & OUTDOOR LIVING



RIDING ARENA

RENDERINGS.COM'S ROLE

The visualization package connected every part of the property into one cohesive narrative - from the estate-scale aerial and signature residence to the stable, arena, pool and luxury interiors. The resulting imagery gives Chris Desino and Ocala Horse Properties a polished set of assets for presentations, digital campaigns, print marketing and buyer outreach.

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VISUALIZE WHAT'S NEXT