renderings.com

CASE STUDY

VISUALIZING AUSTIN LIVING

TURNING APARTMENT FLOOR PLANS AND FINISH PALETTES INTO A POWERFUL PRE-MARKETING STORY

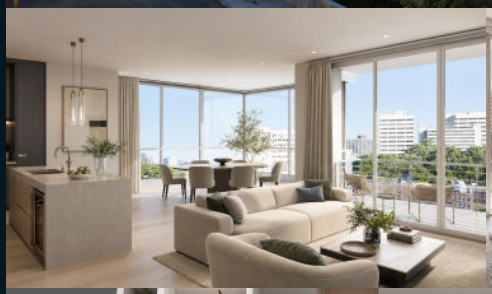
RENDERINGS.COM PARTNERS WITH

ALEXAN
DEVELOPMENT GROUP • AUSTIN, TEXAS

MAKING THE HOMES TANGIBLE

Alexan Development Group needed a clear, compelling way to introduce a new Austin apartment community before prospective residents could tour completed homes. Renderings.com transformed plans, finish selections and architectural intent into a coordinated suite of furnished 3D floor plans and photorealistic interiors—helping the leasing story feel tangible from the earliest marketing stage.









FURNISHED 3D FLOOR PLANS

Carefully staged plans clarify organization, scale, circulation and furniture fit at a glance.

INTERIOR FINISHES VISUALIZED

Cabinetry, stone, flooring, lighting and furnishings create one cohesive material story.

MULTIPLE RESIDENCE TYPES

One-, two- and three-bedroom layouts help prospects compare options with confidence.

MARKETING-READY IMAGERY

A consistent image family supports presentations, websites, digital campaigns and leasing collateral.

A SEAMLESS PARTNERSHIP

Focused collaboration kept every view aligned with the architecture, interiors, brand and schedule.

THE CHALLENGE

Pre-market apartment homes before completion while helping prospects compare layouts, scale and finish details with confidence.

OUR SOLUTION

A unified visualization suite combining furnished 3D floor plans, photoreal interiors and a signature exterior hero image.

THE RESULTS

A presentation-ready image library that clarifies the homes, showcases elevated finishes and strengthens early leasing conversations.

WHAT WE DELIVERED

- FURNISHED 3D FLOOR PLANS
- INTERIOR RENDERINGS
- EXTERIOR HERO VISUAL
- FINISH STORYTELLING
- PRE-MARKETING ASSETS

PROJECT IMPACT

By pairing easy-to-read floor plans with immersive interiors, the campaign lets prospective residents understand both how each apartment works and how it will feel—turning technical plans into an aspirational Austin lifestyle story.





