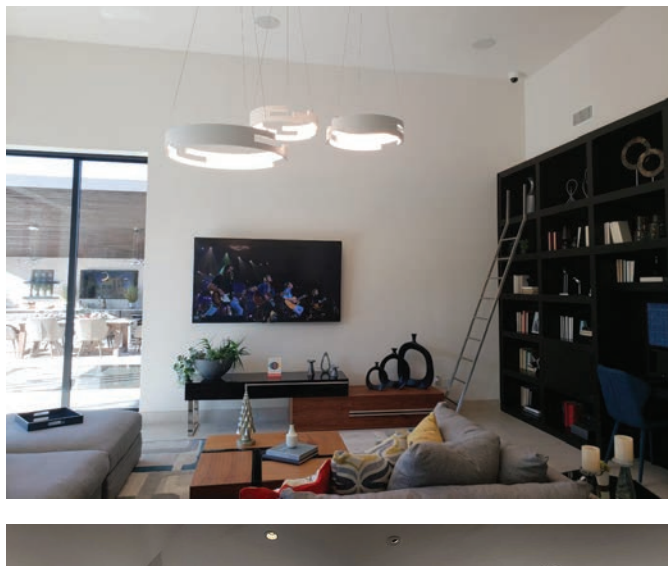




ATERRA
DESIGNS

*Combining the Art
of Illumination with
Today's Technology*





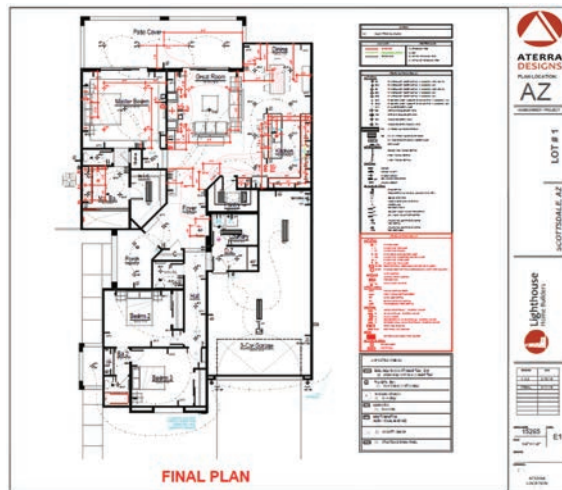
Design Services for Luxury Home Builders

Aterra Premium provides lighting, electrical, and home technology design services to high-end, **luxury** home builders.

Aterra's expert **designers meet 1-on-1** with home buyers to choose from the latest lighting trends and products. All sales, design, and documentation of lighting selections is saved within our proprietary software. Custom showrooms are available upon request and provided by Aterra.



Aterra Designer offers latest lighting design trends and walks buyers through an otherwise complicated electrical process



Aterra's creation of all electrical documentation increases installation efficiency and reduces field errors

Key Features



Lighting, Electrical, and Home Technology Options



Broad Selection of Lighting Designs with Aterra Designer



Documentation for Buyer, Contractor, and Builder

www.aterradesigns.com



Lighting layers throughout the home enhance the aesthetics and functionality of any given space



Virtual Lighting Design Program

Luminosity provides **package-based** lighting, electrical, and home technology designs per floor plan. Service is aimed at production builders' **first and second move-up** category homes.

Lighting renderings in 2D and 3D and panoramic views are tied to electrical selections and show the **real-time lighting** effects on each space. Selections result in detailed electrical plan for contractor.

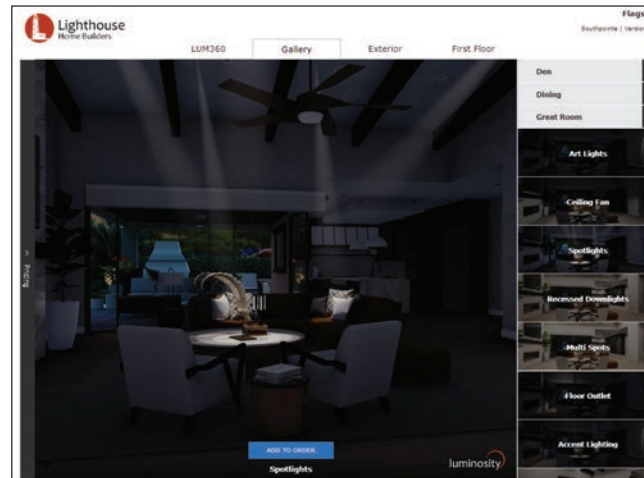
Key Features

-  Lighting, Electrical, and Home Technology Options
-  Professionally Designed Packages
-  Documentation for Buyer, Contractor, and Builder

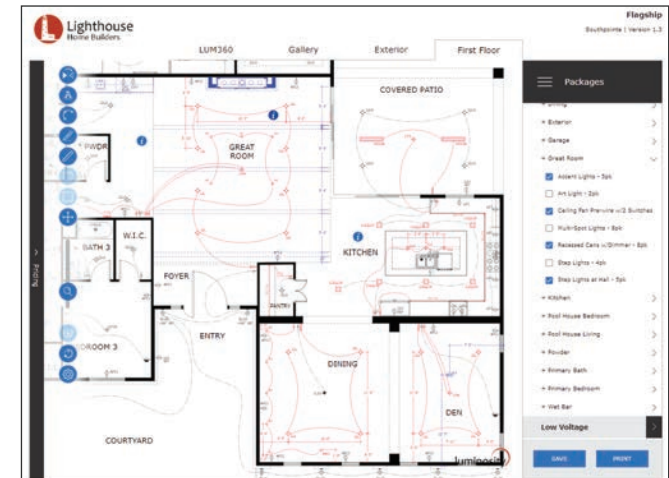
www.luminosity.tech



Buyers use online tool prior to appointment to make initial lighting selections, allowing plan finalization in one design session



Various lighting renderings per room allow buyers to see real-time lighting effects and the benefits of each lighting package



Detailed lighting plan is created as packages are selected, streamlining the process from design to installation



INTERACTIVE FLOOR PLANS

Versatile Interactive Floorplan Tool and Resource

13 Interactive Floor Plans serves three audiences: prospects, builders, and home owners. **Prospects** can customize their chosen home online, **Builders** can follow up with those leads and then build off the plan for options and start documents, and **Home Owners** can use it to place furniture and hand off to movers.

The tool's versatility increases website engagement, simplifies option documentation, and speeds up the moving process.

Key Features



Online Floorplan Customization for Prospects

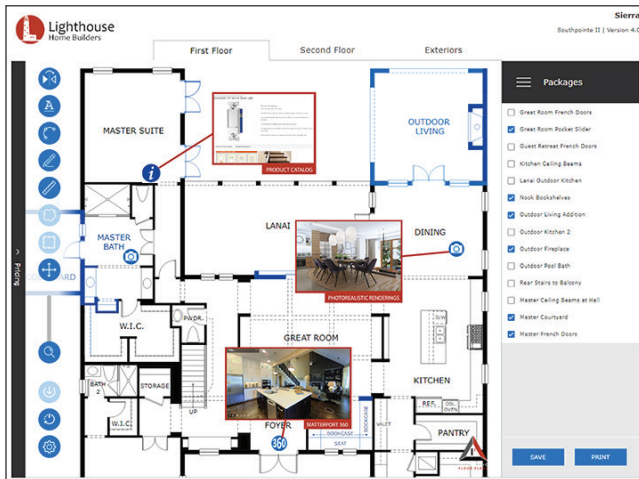


Design Aid Tool for Sales and Design Center



Space Planning Tool for Home Owners

www.interactivefloorplans.com



13's many features increase a prospect's engagement on a builder's website and send e-lead data directly to the sales CRM



Designers document structural and basic electrical selections directly in the tool, easily managing version control



Home owners create a detailed furniture plan for movers, making the moving process faster and more efficient



Wifi Marketing for Home Builders

mSphere enhances model home tours by offering visitors a **digital tour** experience as they walk to each model.

By creating community specific landing pages when visitors sign into wifi, visitors receive model information tailored to their interests. Builders receive traffic analysis reports and **detailed prospect information** directly in their CRM.



Visitors sign into guest wifi to access digital model experience and brochures as they tour the community



Sign-in information is sent to dashboard for personalized marketing follow-up and lead can be exported to builder CRM

Key Features



Mobile Landing Pages for Digital Model Tour



Visitor Lead Generation for Marketing Campaigns



Community and Model Heat Mapping

www.msphere.tech



mSphere dashboard yields valuable prospect demographics, visitor trends, and detailed traffic analysis reports

Who We Are

For over 20 years, Aterra Designs has brought home builders, contractors, and home buyers together to achieve a common goal: Creating homes that are as unique as their owners.

Aterra's residential designers are experts in lighting, electrical, and home automation design. As such, they provide a range of coordinated options and create customized lighting solutions.

Memberships





ATERRA
DESIGNS

www.aterradesigns.com