

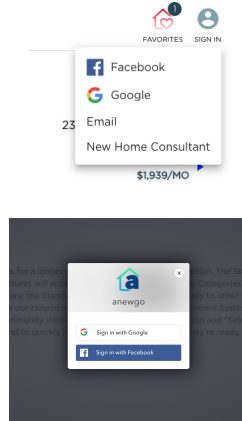
Like most of you, we've been swamped with record orders as the pandemic has driven new home buyers online. Fortunately, we've been preparing for this online world. This pandemic has just accelerated this timeline by a couple of years.

NEW FEATURES

Passwordless Sign-In

[No more passwords needed for registrations!](#)

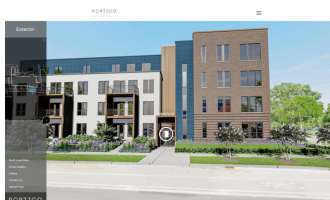
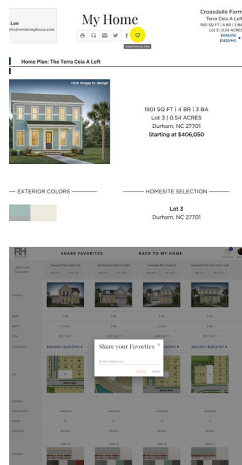
- Sign-in via Google, Facebook or an email address.
- Registrants authenticate via email
- The Leads appear under your Dashboard's "Analytics/Sales Leads" along with links to any shopper-created "My Home" PDF brochures.



Share and Collaboratively Design "Favorites" Online

Buyers can now share both individual homes and collections of their Favorite homes if they've created an account. This further enables their ability to collaborate in their search and design.

Sales Consultants can leverage this tool to virtually curate lists of suggested homes and designs for their clients. Paired with screen-sharing, this greatly increases the ability to connect with buyers in this COVID environment.



Multi-unit/level Virtual Tours

We've created a new interface for multi-unit/level virtual tours that incorporates real-world Google Street Views. [Check it out here.](#)

Virtual Tour Furnishings

Our virtual furniture [catalog](#) of over 1200 items makes it easy to add your style to your virtual tours. Just let us know which style you prefer: West Elm or Restoration Hardware. Coming soon: Crate & Barrel and Pottery Barn!



COMING SOON - Analytic and Leads "InSight"

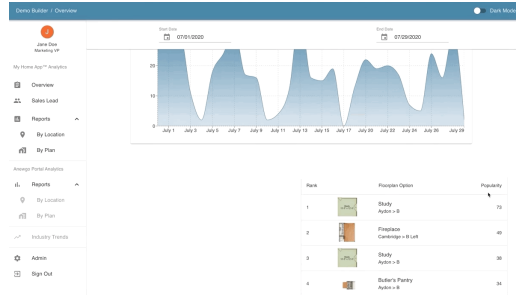
Our real magic is not creating stunning visuals, but creating business intelligence. Our interactive visual content not only attracts and engages shoppers online, but unlike traditional "dumb" renderings, it is also "smart" with embedded data.

Your product data dynamically generates real-time visualizations via our cloud rendering engine. Then, as shoppers visually customize their homes, product and personal data are combined, updated, and stored in our Anewgo Cloud database. Collectively, this Apps ecosystem creates unprecedented macro and micro-level marketplace intelligence.

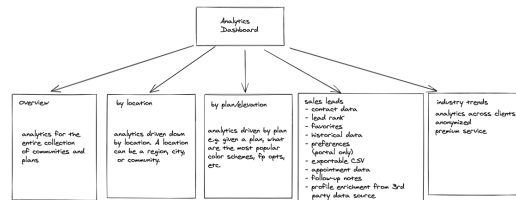
Our powerful New Homes "InSight" analytics and lead-generation engine will not only provide better online customer experiences, but also granular insights far richer than the high-level Google Analytics based-upon traditional generic static web pages.

"InSight" not only displays data tables and charts, but it visually renders color schemes, lots, options, etc. so Managers can quickly interpret their data.

[Here's a short preview video](#) (using our demo data).



The video highlights just 1 of 5 modules that are integrated with Sales Leads, Favorites and Online Collaborative Design. Here's a rough blueprint of our Analytics modules:

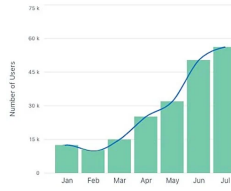


We'll gradually be revealing details so that builders can digest this solution in chunks as we "uberize" this tech-laggard industry. Thank you for partnering with us as we set a new norm for real estate tech. We firmly believe in a few years, you'll realize that as an early adopter, you received a huge bargain, while late-comers will pay a premium or be left behind.

We believe a great Amazon-like online customer experience will drive new home sales and that great Marketing technology will rule this industry as it has done in other online marketplaces.

Congrats to Homes by Taber for being our 100th 2.0 convert!

We currently have 110 2.0 Clients with 642 communities and tens of thousands of plans, lots and options.



We've seen our monthly *unique* app users grow exponentially (with the exception of February's brief COVID downturn) as we add new 2.0 clients. July had about 60K *unique* visitors across our ecosystem. We expect to exceed 100K by year end.

[Here is our fast-growing list of 2.0 clients](#)

My Home App 2.0 Demo

My Tour App Demo

Sales Kiosk App Demo

Soon, we will create an online Apps forum for Builders to share ideas and tips, and help each other. In our next newsletter, we'll reveal our plans for our exclusively New Home Sales Portal to be launched in early 2021, and maybe even give you a glimpse of the future.

We think that will be a major game changer. Stay tuned!



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