

You may have noticed "Anewgo" in some of our marketing. That's because we've made "a new go" of it as a software company. This reflects our industry's MarTech revolution towards Tech-driven Marketing. COVID-19 has only accelerated this transformation. Rendering House is now a visualization content division of Anewgo and is experiencing its own tech evolution from static to interactive renderings, virtual tours and soon, augmented reality.

Administratively, we still have the same tax identification number and are dba (doing business as) both Rendering House and Anewgo.

datanewgold

Our Anewgo software transforms traditional dumb static renderings into data-driven (smart) interactive visualizations. This not only enables buyers to design and buy online. But this generates a growing mountain of online-shopping data that provides Builders unprecedented Lead Generation, Analytics and AI Sales Automation. With our Anewgo ecosystem, we're creating "Brand New" marketing built-on exceptional **CXM** (Customer Experience Management). Learn more at anewgosell.com.

RECENT UPDATES

My Home App 🏠

- NEW: Show lot number on Quick Move In homes on Plan Gallery
- NEW: The agent sign-in has been moved to the drop-down menu under the builder's logo
- NEW: Reserve/Buy Now Button Available (links to your URL of choice)
- NEW: [Link directly to the Interior Design Module](#)
- NEW: More "Contact Us" call-to-action buttons throughout the app

Community Kiosk App 📱

- NEW: Updated sales agent sign-in
 - Add an Agent photo in the backend dashboard
 - Select agent from a list
 - Name of signed in agent will appear in the lower right corner
- NEW: Homesite Filters - filter by plan, lot premiums and more
- NEW: Buyers can log-in and retrieve their Favorites from their My Home Apps
- [See these new features here in our demo](#). Contact us for more details about creating your own My Sales Kiosk App!

Backend Dashboard 🖥️

- NEW: Added filters to ALL assignment tables
- NEW: Added Internal Notes field at plan level
- NEW: Community, Plan, Inventory Description Fields now allow for HTML formatting
- NEW: Added hover box to identify colors in Exterior Preview
- NEW: Ability to filter by plan name in the plan repository
- NEW: Interactively change brick grout colors (contact your Account Manager for more details)
- NEW: "Download" button in Floorplan Preview
- NEW: Community-specific option pricing

Recent bugs have also been fixed! 🐛

📌 Reminder: 1.0 will be phased completely out at the end of this year! Less than 3 months left to convert to 2.0!

Since we launched 2.0 this year, over 125 builders have joined our network with about 750 communities and tens of thousands of plans, options and homesites. Nobody has returned to generic static content. Momentum has been building and we expect to at least triple our ecosystem next year.

We realize that adopting our apps has been a major investment and short-term disruption of your processes. Thank you for entrusting us. 2.0 is the foundation for many features that will revolutionize the New Home Shopping Experience as we extend our ecosystem from Design and Marketing into the Sales and Management functions.

Most industries have undergone this radical MarTech transformation. Our time has finally arrived - and there's no going back. Start anew, go for it!



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