

Select Options

- 6' Summer Kitchen
\$1,600
- Alternate Kitchen 1
\$4,900
- Alternate Kitchen 2
\$5,300
- Alternate Kitchen 3
\$5,900
- Counter at Half Bath
\$2,400
- Family Extension
\$2,900 | +50 SQFT
- Great Room Slider
\$1,800
- Tubless Master Bath
\$1,600



INTERACTIVE FLOOR PLANS



DESIGNED FOR TODAY'S MOBILE SHOPPER



MOBILE FRIENDLY

More than half of web traffic is mobile. A clean interface created to adapt to the device is vital.



BEAUTIFUL STYLES

The industry choice for full color interactive floor plans. Pick the style that best fits your brand. [View our gallery.](#)



BUILT-IN PRICE CALCULATOR

Let buyers understand how their selections affect monthly payments. Used for [Buy Now](#).



DATA DRIVEN

Our interactive floor plans help identify trends and provide powerful builder analytics to drive sales.

- **Color Matters.** Full color floor plans create stronger emotional connections than traditional black and white floor plans
- **Mobile UI/UX Focused.** Mobile shoppers want to get from point A to B as quickly as possible. Our IFPs help them do just that

INTERACTIVE FLOOR PLANS

FULL FEATURES LIST

PRICE CALCULATOR

See how floor plan options impact the price and monthly payment of a home in real time

PARENT-CHILD

Allow for shopper to only access specific options if a prerequisite is met

ADAPTABLE OPTIONS

Create a combination specific variation (ex: selecting a screened porch + bump out can create a new variation)

MIRRORING

Enable shoppers to mirror plans in communities and on lots where it is an available option

VIEW MOST POPULAR PLANS

Leverage Anewgo Insights to see which base floor plans are engaged with the most

VIEW DATA BY COMMUNITY

See how plans perform in a single community or compare them against other communities

DOWNLOADABLE

Download any floor combination in the backend to use in any marketing materials

MUTUALLY EXCLUSIVE OPTIONS

Ensure that prospects design homes that are feasible by setting exclusion rules

LINKED OPTIONS

Allow options to cross floors (ex: selecting loft on the 3rd floor forces stairs to appear on 2nd floor)

AI RECOMMENDATIONS

Use Insights to recommend plans that match a prospect's shopping trends

VIEW MOST POPULAR OPTIONS

Leverage Anewgo Insights to see which options are most popular for a single plan or an entire collection

VIEW LEADS BY PLAN

Use Insights to see leads that were interested in specific plans then drill down to see their activity