

# Almost Real



## 3-D preview provides condo buyers with a look at development before construction is complete

By Barry Gantenbein, editor, Western Builder

**N**ot many people will purchase a car without getting behind the wheel and giving the vehicle a test drive.

Condominium buyers are very similar to car buyers – they generally want to put their hands on the product before they put down their money.

With condominiums, this isn't always possible. Many times, units are pre-sold before construction is complete.

National Survey & Engineering, Brookfield, Wis., has developed a way for prospective condo owners to get a three-dimensional view of a condominium complex before construction is complete.

The firm recently provided three-dimensional visualization services to Mark Carstensen Construction, Inc., Franklin, Wis., to aid in the pre-sales and marketing of their Avian of Tuckaway condominium development currently under construction in Franklin.

"It can be difficult for people to plunk down \$450,000 for a condominium just looking at a blueprint," said Dan Roskopf, vice president of Carstensen Construction.

National Survey & Engineering used three-dimensional visualization computer technology to create showcase animations that depict what the development will look and feel like once completed.

Both exterior and interior movies were created. Customized voice-over narrative and musical accompaniment were added to complete the experience. The final product is being distributed on DVD to prospective buyers.

The DVD provides a three-dimensional tour of the development that begins at the entrance to Avian of Tuckaway, past the landscaping and exterior of the buildings, and through each room of a typical condominium.

Amenities that can be built to customize a unit are also depicted in three-dimensional form on the DVD. A voice-over describes the various options in detail.

Avian of Tuckaway is a 70-unit, luxury ranch-style duplex condominium development on a 21-acre site.

Carstensen Construction designed and built Avian of Tuckaway, and is also marketing the sales of condominiums at the development.

Left: 3-D animations depict what the development will look and feel like once completed.

Right: The 3-D tour of Avian of Tuckaway includes a look at each room of a typical condominium.

The DVD with a three-dimensional tour of the project is a first for Carstensen Construction, but Roskopf said those who have viewed the DVD have "nothing but positive things to say."

"It's had a huge impact on pre-sales," said Roskopf.

The DVDs are put into brochures providing additional information about Avian of Tuckaway to market the development.

Three-dimensional views of the development are also available at Avian of Tuckaway's web site at [www.aviancondos.com](http://www.aviancondos.com), as well as the Carstensen Construction web site at [www.carstensenconstruction.com](http://www.carstensenconstruction.com).

The first units at Avian of Tuckaway are expected to be complete this summer.

National Survey & Engineering is a division of R.A. Smith & Associates, an engineering, planning, surveying, and technical services consultant headquartered in Brookfield.

Mark Carstensen Construction, Inc. was founded by Mark C. Carstensen in 1981. The company's portfolio includes a mix of office, retail and residential development projects. ■