

## LET YOUR PURCHASERS CUSTOMISE THEIR DREAM HOME

An innovative and easy to use platform, Quasi Designs provides your customers with the opportunity to personalise their home in a comfortable manner, ultimately providing a significant impetus to your sales performances.

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# Introduction

Quasi is an innovative and easy to use platform that allows your customers to select their finishes, customise their dream home and email it back to your sales team within minutes.

In an era where personalisation is one of the key ways brands are remaining competitive, allowing a buyer to tailor a product to their likes and tastes has never been so important. We know that this can be done in the property industry, but the technology has not existed to allow the buyer to truly visualise the home they are locking in until now.

Quasi caters to this. We offer a simple and easy to navigate platform that gives customers an accurate picture of the custom features they have chosen for their home. The ultimate benefit to you as the builder is the competitive edge that this gives you. Most builders allow for customisation, but this platform is the key differentiating factor that allows it happen in a quick, easy to understand and highly satisfactory process.



Empowered by **social networks and their digital devices**, consumers are increasingly dictating what they want, when and where they want it. They have become both critics and creators, **demanding a more personalised service** and expecting to be given the opportunity to **shape the products and services** they consume.



Through research it has been identified that “creative control is a quintessential factor in the home building journey with 72 per cent of Aussies claiming they would prefer to build as it allows them the ability to personalise their own space and structure.”

# The Details

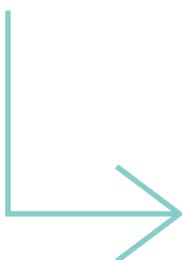
Quasi is a simple tool that is focused on creating an easy record of changes requested, saving you time, costs and reputation in coordinating with the homeowner. Our platform is able to extract the key elements identified by yourself from your “base images” and accordingly, allow the customer to apply any finishes that you are willing to provide to them as an option.

For the homeowner this is a transparent platform allowing them to customise every element available to them whilst still maintaining a strong vision for their end home throughout the process.

For you, this is a simplified process which mimics many hours of work a sales consultant or customer representative would have to ordinarily go through. Advantageously, this process will provide for better opportunities and greater customer satisfaction and most importantly, the integration of this platform across your homes will provide for a competitive edge that will ultimately improve the performance of your business.



Research shows that home builders now account for 35% of property purchases in Australia. It appears that the stereotypical fear building is lifting, with more and more Aussies feeling confident and determined to create their ideal home.



# Personalisation

*The magnitude of finishes available to customise is completely dependent on your business.*

From box gutters, eaves, garage doors to splash-backs, bench-top, our platform is able to provide an invaluable tool for your future homeowners. It provides them with an easy to use mechanism that they can share with family and friends, and once they've customised their dream home, come back to their builder of choice in full confidence of knowing that they will turn it into reality.



# Customisation Options

External Facade	Kitchen	Bathrooms
 Gutters	 Splash-back	 Floor and Wall Tiling
 Driveway Pattern / Colour	 Cabinetry Finish	 Cabinetry Finish
 Brick Pattern / Colour	 Bench Tops	 Bench Tops
 Pathway	 Flooring Finish / Colour	 Tape-ware Finish
 Render Finish / Colour	 Wall Finish / Colour	
 Garage Door		
 Roof Tiling		



1 in 5 consumers who expressed an interest in personalised products or services are **willing to pay a 20% premium**



Research shows that in some categories more than **50 per cent of consumers** expressed **interest in purchasing** customised products or services.

# How Does It Work?

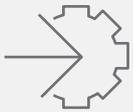
## STEP ONE



You provide us with the following:

- Base image(s)
- Finishes / Colours per customisable options

## STEP TWO



We integrate it into our platform providing you with a completely hosted interface that your customers can directly use.

## STEP THREE



The customer is able to use the platform an infinite number of times to customise their dream home with their friends and family, reaching a highly desired and personally satisfying solution.

## STEP FOUR



Once finalised, the customer is able to export their preferences via PDF and provide it to their sales consultant or customer representative for pricing.



*In the future, businesses that do not incorporate an element of **personalisation** into their offering risk **losing revenue** and **customer loyalty**.*

