



PeachaKucha

Build Like a Retailer

**Dennis Webb
Fulton Homes**



FULTON HOMES

You're Proud To Own, We're Proud To Build!



From Retailing to Homebuilding



Think like a Retailer



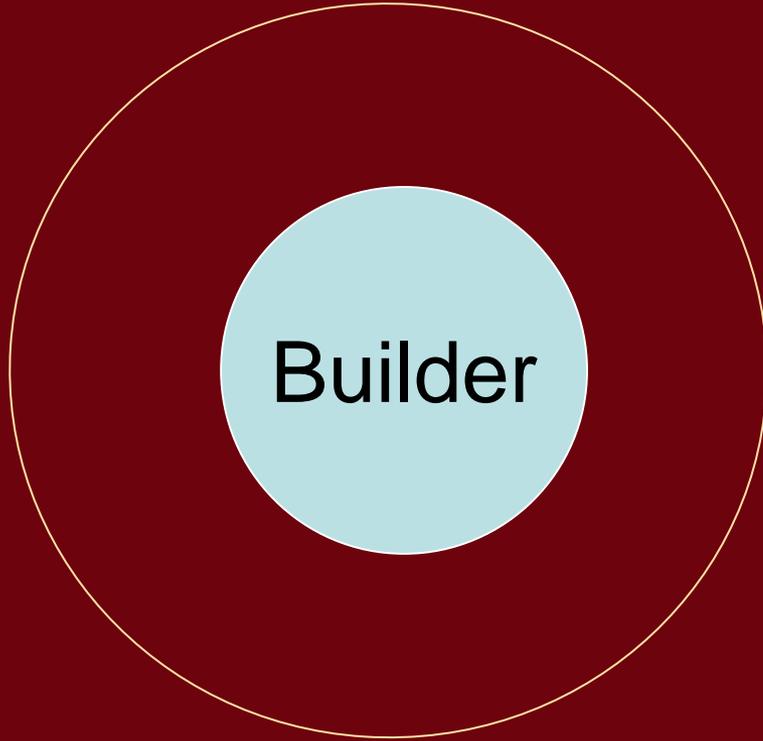
The eleven most Important Words in Retail



Find out what the buyer
wants and give it to them



Builder Concentric



Control Costs
Simplify
Limit selection

Buyer Concentric (Retail)



Listen to customer
Give customer what they want
Trust & Transparency
Good Selection

The 4 P's of Retail

- Product
- Price
- Place
- Promotion



Model	Price
1000	\$280,000
1001	\$280,000
1002	\$280,000
1003	\$280,000
1004	\$280,000
1005	\$280,000
1006	\$280,000
1007	\$280,000
1008	\$280,000
1009	\$280,000
1010	\$280,000
1011	\$280,000
1012	\$280,000
1013	\$280,000
1014	\$280,000
1015	\$280,000
1016	\$280,000
1017	\$280,000
1018	\$280,000
1019	\$280,000
1020	\$280,000
1021	\$280,000
1022	\$280,000
1023	\$280,000
1024	\$280,000
1025	\$280,000
1026	\$280,000
1027	\$280,000
1028	\$280,000
1029	\$280,000
1030	\$280,000



90% of Buyers start their search on the internet

Access Your Account | Create a MyFultonHome Account | Search

FULTON HOMES

You're Proud To Own, We're Proud To Build!

HOME | OUR COMMUNITIES | FIND YOUR HOME | SERVICE REQUEST | ABOUT US

Find the right home, in the right community. [View Map >>](#)

Fulton Homes is Arizona's largest family-owned and operated homebuilder. When Ira Fulton started building homes 40 years ago, he didn't want to be one of the biggest, just the best. Our rigorous inspections help create the legendary Fulton quality. Come visit one of our great Arizona Valley Communities.

Quick Home Search

Select Max Price

Select Location

Select Community

SEARCH

Phoenix

Morrison Ranch

The heart of Gilbert

- 3 - 6 Bedrooms
- 1,631 - 3,157 Square Feet
- Coming Soon!

[Find Out More](#)

< >

750,000 Sessions
346,000 Users

3.5 million page views
12 minutes ave. time

What is the amount of time our buyer first goes on our website to when they actually write a contract?

- 1 month
- 2 months
- 4 months
- 9 months





Bose, meet Alexa

Bose QC 35 II
Wireless Headphones



Hi, Dennis

Customer since 2006

Recently viewed

Deal of the Day



FREE Shipping

Choose from millions of items. Available on orders over \$25 shipped by Amazon.

Amazon Opens up 4 Star Stores



Browse Night at the Design Center





Home



Dashboard



Design Checklist



Wishlist



Confirmed Selections



Room Visualizers



Welcome to Fulton Homes Design Online™

One of the most exciting elements of buying a new Fulton Home is the opportunity to select options that reflect your personal style. You may have scheduled your personal design studio appointment and are beginning to think about all the decisions to be made - from flooring, to cabinets, countertops, appliances, and much more!

Fulton Homes Design Online™ will help you prepare for your upcoming appointment by giving you an opportunity to view all available options, see pictures, read descriptions and even create your own personal wishlists.

To get started, begin browsing options from the categories in the Design Checklist. From here, you can add options to your wishlist or even create multiple wishlists to compare and contrast groups of options. As final selections are made for your home, you will always have access to them here, in your personal Fulton Homes Design Online™ portal.

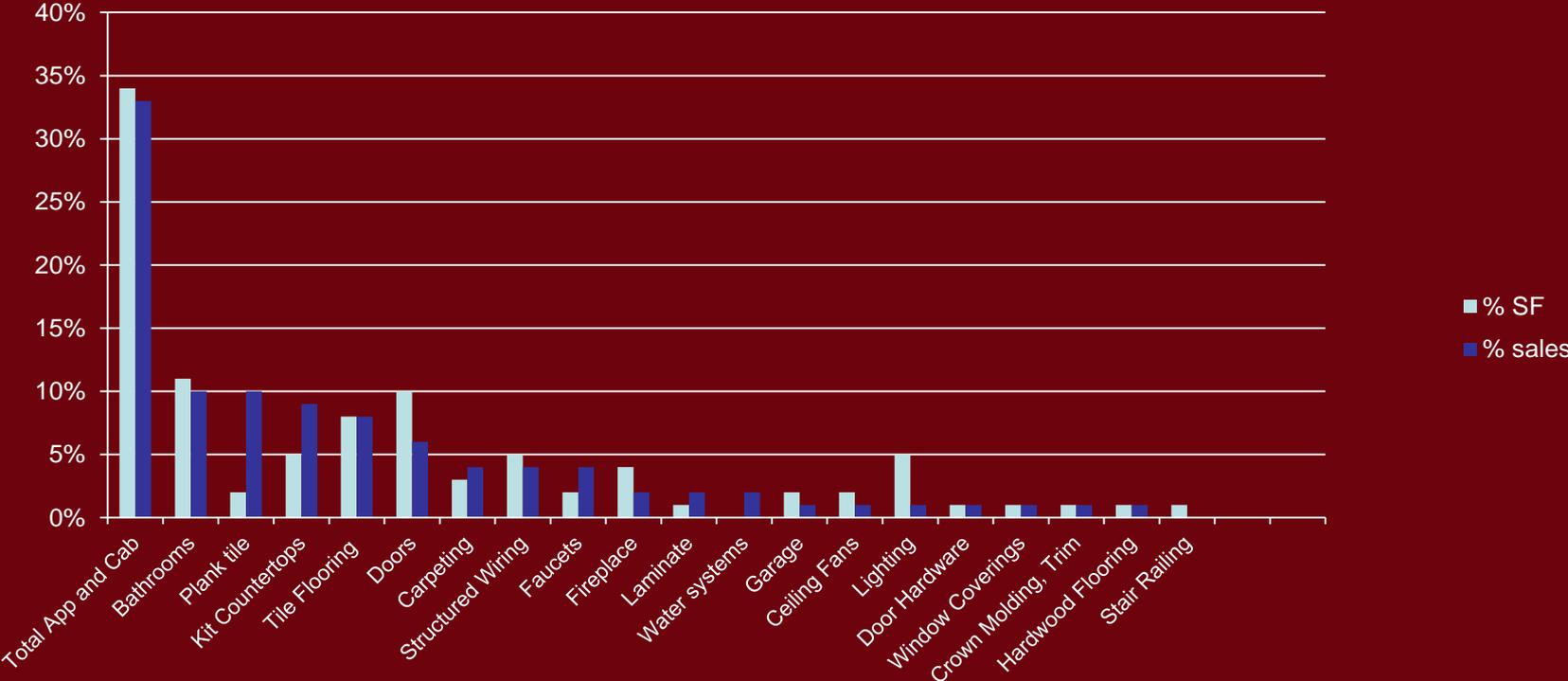
Fulton Homes has the only digital Design Center that allows prospects to see everything that is offered including pricing







Design Center \$ per square foot



Automatic Stock Replenishment







