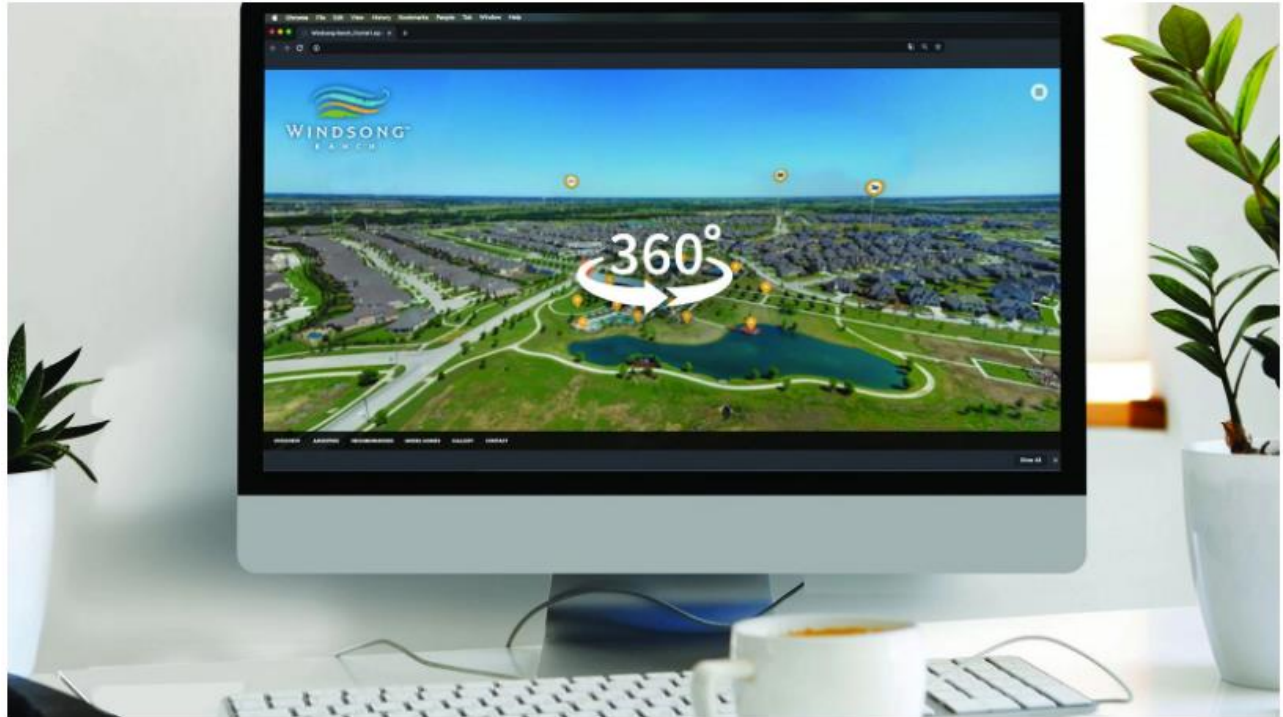


Virtual tours, technology keep sales jumping at Windsong Ranch community

Buyer inquiries are at an all-time high, according to a company spokesperson.



Windsong Ranch is showcasing its online 360-degree tour of the Prosper community. (Courtesy / Windsong Ranch)

By Windsong Ranch
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Weekly in-person onsite visitor counts at the award-winning Windsong Ranch master-planned community in Prosper have seen a decrease over the last several weeks due to the COVID-19 stay-at-home order. Still, buyer inquiries are at an all-time high, said a company spokesperson.

“Sales are also remaining positive at the community,” said the spokesperson, “and the developers are attributing some of these favorable results to the community’s significant and engaging online presence.”

Tellus Group, the developers of Windsong Ranch, report a 108% increase in web traffic in April versus similar years. The increase accounts for approximately 12,200 new visitors for the month, averaging around 650 visitors per day.

“Our market has always included a segment of the population that was out of the local area. This means we’ve always focused on using the best technology available to showcase the beautiful reality of Windsong Ranch to those who can’t yet visit in person,” said Craig Martin, president of Tellus Group. “This current crisis has highlighted why these features are so important for marketing master-planned communities.”

The people using the Windsong Ranch website are not just idly browsing, he said. They are actively engaging in home research activities: reviewing virtual model tours, using the community's 360-degree tour of amenities and neighborhoods, conducting available home searches and contacting community and builder representatives.

The virtual reality tour features Windsong Ranch's newest amenity, The Lagoon, a 5-acre freshwater beach-like oasis surrounded by white sand beaches.

It also includes The Commons, where residents enjoy the Windsong Ranch Café for breakfast, lunch and afternoon snacks, an outdoor living room, resort-style pools with cabanas and grilling areas, an event lawn, a lakeside amphitheater with a floating stage, a state-of-the-art fitness center, four tennis courts, pickleball and basketball courts and a kids' creative play area. Viewers can also navigate the mountain bike course, championship disc golf course, dog park and community garden.

Windsong Ranch, the 2,030-acre residential development, is located at 1001 Windsong Parkway South, approximately 2½ miles west of the Dallas North Tollway on the north side of Highway 380 in Prosper.

Upon completion, Windsong Ranch will consist of 3,324 single-family homes and 150 acres of mixed-use development along Highway 380. Homes are priced from the low \$300s to over \$1 million and include options ranging from villas to single-family residences. Lot sizes are between 50 and 86 feet. At this time, models are open daily for tours by appointment only.

For more information on Windsong Ranch, visit www.windsongranchliving.com.

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<https://www.dallasnews.com/sponsored/real-estate/2020/05/16/virtual-tours-technology-keep-sales-jumping-at-windsong-ranch-community/>