

# ONTARIO **HOME**Builder trends & SOLUTIONS



**Jon Eakes test drives  
the hottest tools**

**What turns on  
today's consumer?**

## **BUILDING WITH A VISION**

The BuilderVision web-based visualization software system is designed to help builders and contractors show customers a finished project through the use of uploaded home photos and sophisticated technology. Builders can load images of their houses or condominiums into the ImageMapper software, where they map the surfaces of the images to make them dynamic for customer use with the visualization tool. When clients use BuilderVision, they will be able to select from the inventory of products and preview the building prior to making purchasing decisions. Builders can also generate qualified leads by linking to the tool from their websites, allowing potential customers to preview options available on the builders' homes.