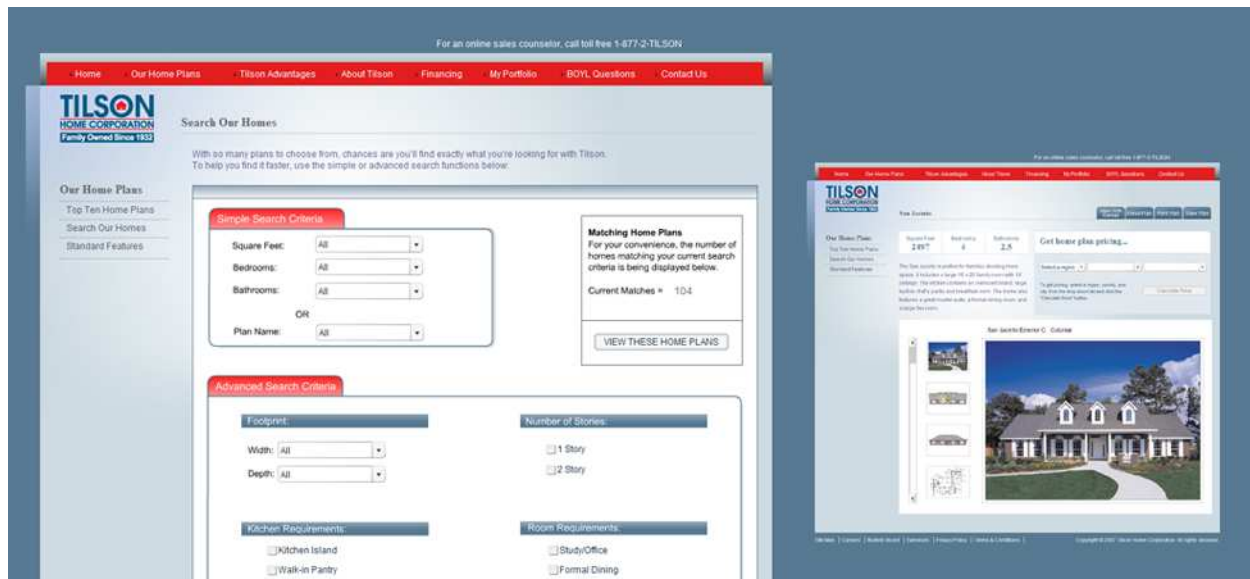


A DIGITAL COMMUNICATIONS AGENCY

Storrs Building | 10115 Kincay Ave., Suite 150 | Huntersville, NC 28078 | 704.987.1288 | www.zanzico.com



Situation: How do you put variable pricing on the internet?

Creative Tool: Online Applications

Idea: Tilson Homes has different pricing based on geographical location or other intangible cost. How can a builder determine cost for a consumer when they are building their home through online interactive plans? Easy. You develop a database of information based on the interactive plans and you serve up the information to consumers. Everyone wants to know the price. So let them know the details.

To learn more about Zanzico and the services that we offer, please contact us today.