

## BUSINESS BRIEFS



### Kiosk designed to attract real estate buyers

If you can't take the client to the sales center, take the sales center to the client. This was the idea behind a portable sales kiosk designed for Pacifico, a new residential community in Costa Rica that is being marketed to buyers internationally.

Designed by B-Squared Advertising in Naples, the free-standing structure

**B-Squared Advertising in Naples designed this freestanding kiosk to sell real estate.**

COURTESY PHOTO

**It incorporates images, music, video and information in a touch-screen.**

incorporates images, music, video and information in a touch-screen presentation that is both engaging and easy to use.

According to Burl Seslar, creative partner at B-Squared and inventor of the sales kiosk, the operational software is a simplified version of Pacifico's web site, but the kiosk also contains live action footage that the web site cannot support due to slow load times.

"The best way to sell Costa Rica is to show Costa Rica, so we intentionally equipped this kiosk with all of the graphics and information found at the on-site sales center," Seslar said. "The attention-grabbing exterior package draws people to it and the 'touch and feel' component is more intriguing than a web site."

The thought of having multiple sales centers is not usually an option for most

developers. At a cost of up to \$25,000 for the first unit and less than \$5,000 for each additional unit, compared to \$500,000 for a traditional sales center, the kiosk is a more affordable alternative and allows a much greater reach.

The Jack Parker Corporation purchased 10 sales kiosks for its Pacifico project and is placing them at locations in Fort Myers, Miami, Dallas, Scottsdale and at several other Robb & Stucky locations throughout the country. Robb & Stucky was chosen as a partner due to the company's upscale clientele as well as its involvement as the design center for Pacifico.

Another important function of the kiosk, noted Seslar, is its ability to track user data, which the client can use for follow-up sales and marketing purposes. ■

### Salon opens in Gulf Coast Town Center

Jeri Church, proprietor of Salon Adrian in Gulf Coast Town Center, announced the opening of her new hair and nail salon. Featuring nine hair design stations, custom manicure and pedicure area and highly trained staff, the salon opened its doors recently.

"I am thrilled Salon Adrian is finally open," said Church. "Having another location in the Southwest Florida area makes us that much more convenient for our current and future clients."

Church also owns Wavelengths Salon located on Daniels Parkway at Six Mile Cypress Parkway. She has been in the hair design industry for over thirty years and has owned her own salons for nearly twenty-five.

Salon Adrian is comprised of six extensively trained professionals, specializing in advanced color techniques, including a custom color gallery, as well as hair designs and treatments for high quality service. Each stylist experiences a nine-month training process, including hands on instruction at the Redken Exchange in New York. ■



### SWFAS, marketing firm win award

Southwest Florida Addiction Services and Susan Bennett Marketing & Media received a statewide award for excellence in public relations from the Florida Public Relations Association for the SWFAS newsletter, Recovery.

An Award of Distinction was presented Aug. 7 at the annual conference of the Florida Public Relations Association in Sarasota to SWFAS and Susan Bennett Marketing & Media, L.C., which designed the award-winning newsletter Recovery.

The four-page newsletter was redesigned in four colors to make it more visually appealing and serve as the centerpiece of SWFAS' capital campaign to build a new Detoxification Center and Outpatient Treat-

ment Facility.

More than \$5.3 million has been raised so far to build the new 44,000 square foot building, which will begin construction later this year on Evans Avenue on land donated by the City of Fort Myers under a long-term lease.

SWFAS is Southwest Florida's most comprehensive substance abuse treatment and prevention program, operating from nine offices throughout Lee and Hendry counties. Since 1980, SWFAS has helped more than 63,000 residents in Lee, Charlotte, Glades and Hendry counties rebuild their lives. SWFAS offers treatment services at all levels of intensity including residential, outpatient counseling, and group therapy. In addition,

SWFAS provides detoxification services for adults, prevention programming for all ages, and an Employee Assistance Program for about 80 Southwest Florida businesses. SWFAS is a United Way agency.

Susan Bennett Marketing & Media, L.C., is a full-service public relations and marketing firm based in Fort Myers that was founded in 1991 by Susan Bennett, an accredited public relations professional and certified public relations counselor. Bennett, a former Gannett Co. executive and member of the launch team of USA TODAY, has won more than 170 awards for promotional work on behalf of commercial, non-profit, and governmental clients. ■

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