

Discover the Advantages of Interactive Visualizer Tools

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Nothing helps sell a project quite like a beautiful visual. With many customers plugged in to the digital world, many design-build professionals have found the use of visualizer tools to be extremely useful when it comes to helping their customers bring their dream deck to life.

With a range of possibilities, you and your customers can use a visualizer to choose from a variety of deck materials, colors and customizations and deck accessories to help narrow down the options and finish the look for a realistic replication of their dream deck.

Not only does it help your customers visualize how certain deck styles and builds could work in their outdoor living space, it also gives your tech-savvy customers the opportunity to play with design ideas on their own, which can save you time on reviewing options and help them feel more prepared to say “Yes!” to the project when they feel ready.

Visualizer tools are also extremely helpful for design-build professionals when it comes to getting different vantage points and angles of a home, providing more than just a 2D image for you and your crew to get a better idea and feel for the space—especially during times where you may or may not be able to meet in person to collaborate with your customer.

We all know that when it comes to building a deck, the number of available design choices can be overwhelming. That’s why



Feeney® has launched a new interactive visualizer tool, VisualBuilder, to make it easy for homeowners and design-build professionals to virtually design a deck complete with Feeney railing.

Available for desktop and tablet applications, the visualizer offers an easy-to-navigate interface that enables you and your customers to create a custom

deck from scratch or use one of seven pre-built templates as a starting point. The deck can then be customized to fit each project’s unique needs with an array of design options to make it easy for you to bring your customer’s vision to life. Once the deck customizations are to your and/or your customer’s liking, you can then easily save and share your design through the VisualBuilder.

To build a deck using Feeney’s VisualBuilder, visit www.feeneyinc.com/VisualBuilder