

Creating a Luxurious Living Experience:
The Impact of User-Centered Design and
the Importance of Intentional Renderings



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THE
CARLTON
HOUSE

The Carlton House, a luxury student housing community located in Lubbock, Texas, was developed by Treemont Partners, with consulting provided by Chambers Real Estate Advisors, and managed by University Partners.

Lubbock, Texas, home to Texas Tech University, with an enrollment of 37,100 students, is familiar with the cycle of newly developed off-campus housing. The Carlton House, a luxury development that has been open for over a year, manages to maintain an average rental rate

of \$1,000 while also achieving rental rate growth, strong renewals, and market-leading pre-leasing. We interviewed Philip McRae of Treemont Partners and TJ Chambers of Chambers Real Estate Advisors to gain insights into this success.



Design choices focused on the user have made this new luxury community a standout in an oversaturated market

Philip, with his background in premium hospitality development, brought a unique perspective to his first student housing project. He understood that to stand out in a saturated market, he needed to create a community that elevated the traditional living experience in Lubbock and wrap it in an elevated hospitality style of customer service environment. His strategic and deliberate approach to user-centered design choices is evident in the final outcome. The Carlton House is not just another homogenous product in a crowded market, it offers sophistication and variety that appeals to prospective renters.

The Carlton House disrupted the market upon its launch, generating significant attention due to its distinctiveness, which translated into successful leasing. According to Philip, success in this industry comes from understanding the market and designing for the user experience, rather than simply constructing a building. The use of photorealistic renderings to showcase the details and uniqueness of the development further enhanced the experience for prospective renters. Philip invested a significant amount of time in developing The Carlton House's brand identity and wanted to ensure that this was accurately reflected in the 3D visualizations during the construction phase.

By being deliberate during the rendering process, the project team was able to save time during the construction phase

As the project aimed to elevate the student living experience, the project team placed high importance on producing high-quality 3D visualizations.

They believed that, in combination with user-centered design, detailed renderings were crucial for standing out in the market. These renderings were a valuable tool for the leasing team, allowing them to effectively convey the luxurious lifestyle offered by The Carlton House. The team invested significant effort in the rendering staging process, paying close attention to small, intentional decor choices to effectively communicate the brand of The Carlton House.

The project team not only used the renderings as a tool to support leasing efforts but also took the time to ensure that the visual details accurately reflected the community's vision. This deliberate approach during the rendering process allowed them to save time and resources, and focus on delivering an unforgettable experience and building. The renderings served as a guide throughout the construction and design process, leading up to the opening day.



Experience and understanding can elevate a good project to greatness, but visualizations are necessary to effectively communicate the story

When announcing the opening of **The Carlton House**, Philip emphasized the importance of having detailed renderings and videos ready to showcase the development.

He believes that the timing of these materials, along with their quality, greatly contributed to the success of leasing experiences, as it allowed prospective renters to envision themselves living in the community. Without the high-quality renderings and videos, Philip believes the leasing success would not have been as strong.

Philip and the project team collaborated closely with uForis during the rendering process to ensure that the visual details were an accurate

representation of Philip's vision for the community in reality.

The project team at **The Carlton House** valued uForis' flexibility and customization during the rendering process, which enabled more effective collaboration and helped surpass the initial vision. The team's commitment to delivering an elevated experience allowed them to work closely with uForis to achieve the level of detail and experience they wanted to convey through the 3D visualizations.



Check out The Carlton House



You can view the renderings on [uForis' website](#), as well as view [The Carlton House's](#) direct website.



Treemont Partners is a full-service real estate firm committed to providing its investors a turn-key investment solution. Through its strategic relationships, Treemont Partners can source, develop, acquire, manage and dispose of Hospitality, Multi-Family or Commercial Office investments.



Chambers Real Estate Advisors are dynamic and driven professionals with participation in over \$1.5 billion in assets/new development and an 18-year track record in the national student housing and conventional multi-family industry.



University Partners has more than 20 years of experience in acquiring, developing, and managing student housing communities, the core team at University Partners has a variety of skills to provide the best in service and sustainability.

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