

"The National Association of Realtors has stated that 78% of home buyers use the Web to help them in the home buying process."

HousingZone.com
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Make The Web Work With You

- ❖ How do you process leads you get from your Web site? Do leads ever sit on someone's desk waiting to be entered in by hand? How much time do you and your staff spend entering leads from your Web site into your system by hand?
- ❖ Do Web leads ever fall through the cracks and not receive follow-up? Is your follow-up timely? Is the quality of your response what you want it to be?
- ❖ Is home availability and pricing information accurate on your Web site? Do you wish it were easier to maintain?

BuildTopia solves these problems and more with the BTWebkit.

Business Benefits

With the BTWebkit, you can connect your sales team directly to prospective buyers viewing your Web site. Better Web integration is proven to offer:

- ❖ Increased Lead Retention
- ❖ Higher Appointments and Close Rates
- ❖ Lower Overhead Costs for Web Maintenance

BuildTopia's new Web technology not only allows you to capture leads from your Web site directly into BuildTopia, it will also allow you to publish your inventory pricing and availability to your Web site automatically, with no tedious updating.

Web Lead Management

Don't Hand-key in Web Leads

When leads come to your Web site, they are automatically brought into the BuildTopia system and receive a personalized follow-up email. You can also put customizable survey cards by project on your Web site and collect enough demographic information to prequalify leads even before your sales associates make a call.

Manage Better with Demographics

Use BuildTopia's powerful demographics reporting tools to monitor the age, marital status, and income level of leads visiting your Web site, whether they buy or not.

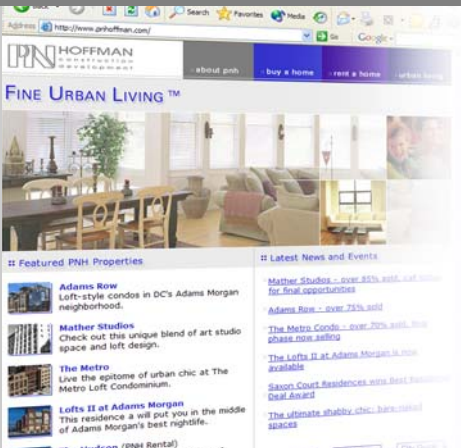
Web Information Management

Sell Homes Faster

Bring your quick delivery homes to your prospects attention by publishing their availability on the Web. Prospective buyers receive immediate follow-up so you can form the necessary relationships to close quickly.

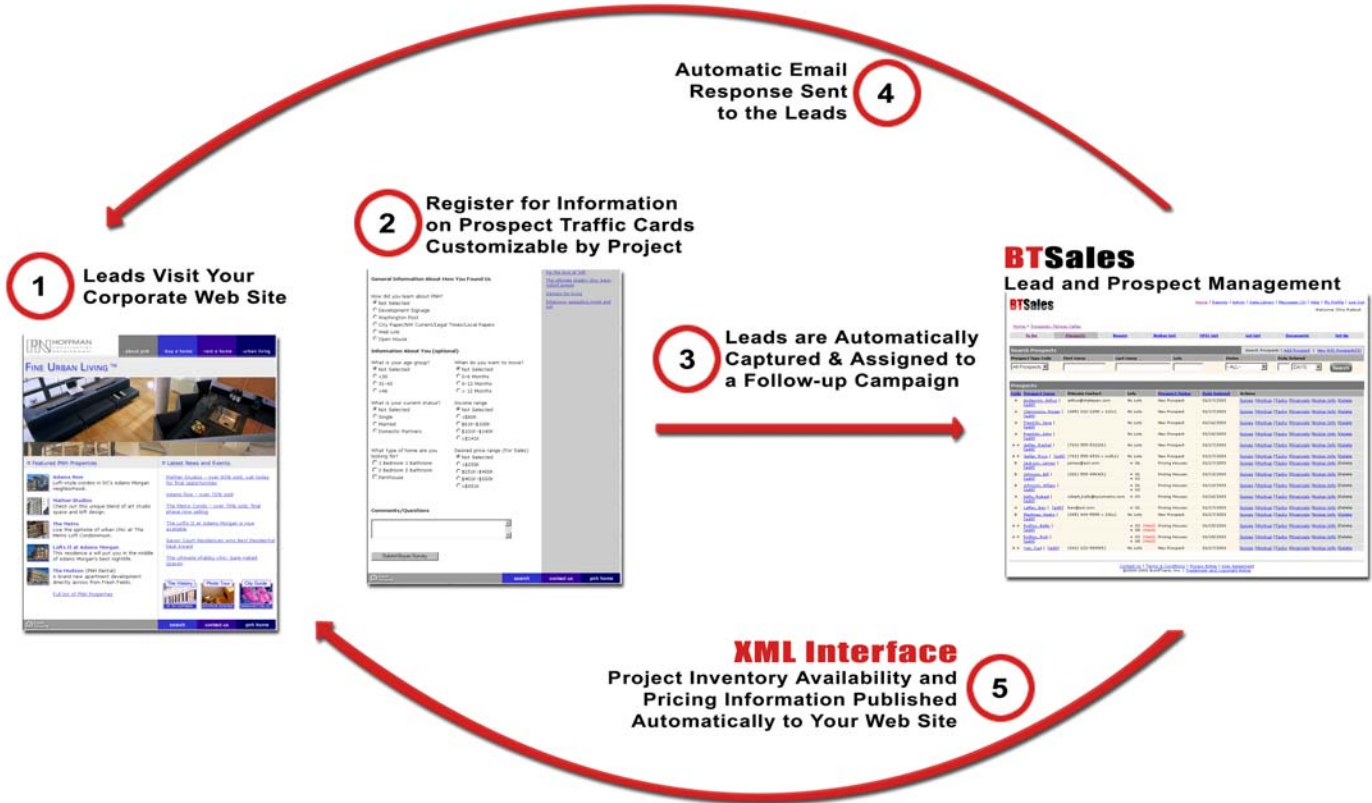
Why Maintain Data in 2 Places?

Your inventory and pricing information is accurate in BuildTopia. Don't struggle to keep that information updated on your Web site as well. With the BTWebkit, you can make sure your Web site is always up to date pushing accurate information out from BuildTopia to your Web site.



“BTWebkit has streamlined our sales process and trimmed our personnel budget in two ways. First, it allows us to instantly update our website so there is zero downtime waiting for multiple, outsourced vendors to make our inventory current. Second, our numerous website leads can be processed in seconds, assuring our sales managers have qualified leads prior to making return prospecting calls.”

Mark Stahl
PN Hoffman Homes
(8000 Web Leads/Yr)



BTSales

- Lead and Prospect Management
- Sales Campaigns Including Custom Emails, Letters, etc.
- Contract & Document Generation
- Option and Non-Standard Option Pricing and Management
- Change Order Processing
- Integrated Mortgage Calculator
- Web Lead Management - BTWebkit

BTBuilder

- Sales Force Management
- Customer Service & Request Tracking
- Complete Project Management
- Bidding and Purchasing
- Vendor Management
- Job Costing
- Advanced Scheduling
- Custom Report Writer
- Enhanced Customer Communication

BTService

- Track Service Requests and Responses
- Assign Tasks Instantly to Subcontractors
- Manage Customer Interaction
- Monitor Service Costs

About BuildTopia

BuildTopia, Inc. creates and provides online information management systems for the Homebuilding Industry. BuildTopia's application solutions feature sales, prospect and buyer management, complete project management, bidding and purchasing, committed cost management, vendor management, scheduling, and customer communication. BuildTopia has established success by providing solutions to meet the varied needs of Builders and Realtors of all sizes nationwide.

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