



## **On Top of the World Communities Manages 15 Models & 4,000 Options/Model With Sales Simplicity Software**

*Options Selection Data Flows Seamlessly from Sales Simplicity to BuilderMT and Sage Timberline Accounting, Saving Time and Money.*

On Top of the World Communities, Inc. is one of the oldest privately held construction and development companies in Florida. The Company specializes in active-adult retirement living, and they've been in business since 1947, when they were founded by Sidney Colen. They've built for tens of thousands of satisfied buyers in the intervening years.

In 1975, On Top of the World Communities purchased 12,000 acres of land in Ocala Florida, and development has been ongoing on that

### **Snap-Shot**

#### **On Top of the World Communities**

Starts in 2009: **75**

Avg. Starts in 2007-8: **200**

Average House Price: **\$240,000**

Average House Size: **2,000 sq/ft**

Number of Base Models: **15**

Total Options: **4,000/model**

Employees: **400**

Site Supervisors: **2**

#### **Software Systems:**

Options Selection: **Sales Simplicity**

Workflow Management: **BuilderMT**

Accounting: **Sage Timberline /**

property since 1982. Building on that land, On Top of the World Communities will start around 80 homes in 2009, an adjustment they've made due to the realities of today's economy. But at its peak it was putting up much higher numbers, with upwards of 200 starts in 2007, and not long ago as many as 750 starts in one year.

The Company rarely works with realtors and instead depends on a sophisticated in-house sales force and a large on-site design center. They offer 14 models, and with the various color, cabinet, flooring, and tile options, each home can have as many as 4,000 option choices, total. The homes average 2,000 square feet and price out at around \$240,000.

Since On Top of the World Communities actually runs the communities it builds – handling all maintenance – it carries a relatively high employee base of 400 people. But in terms of actual construction staff, On Top of the World Communities carries just two supervisors, and has anywhere between 10 to 15 projects being built at any one time (although the average “active project” count is closer to 30 across the last few years). For trade work on the homes, On Top of the World Communities works with around 20 subcontractors.

## **Software Choices**

To keep track of its operations, On Top of the World Communities runs Sage Timberline accounting, and BuilderMT for its process management, and purchase order / work order management. But about two years ago they saw a conspicuous need to track their options selections much more closely. Moreover, they needed a

system that would take the option selection data and automatically populate BuilderMT and Sage Timberline, so that On Top of the World avoided the laborious task of re-entering data in those systems. At the time they were actually managing the option selection process across hundreds of starts (each with 4,000 potential options) on paper, which got translated into a spreadsheet.

“After looking around and really checking references among a range of builders,” said Greg Wise, the Call Center Sales Manager, “we rejected B1440 and went with Sales Simplicity. Sales Simplicity not only has the ability to track all our options and lot inventory, but it allows us to manage and update contracts and move all that data back and forth seamlessly with BuilderMT. Now two years down the line, we couldn’t be happier with our selection.”

Managing 4,000 options across 200 starts on paper? “Yes, and you can only imagine how much money and times we’ve saved by bringing in Sales Simplicity to handle the task,” added Greg Wise. “What’s more, what initially looked like a huge implementation task was made very painless during the set up process. Sales Simplicity did an excellent job of training and implementation. Because of that – and the system’s functionality – we’ve actually become a reference client for Sales Simplicity. We couldn’t be happier with our choice.”

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On Top of the World  
Communities, Call  
Center Sales Manager

## Seamless Data Flow Among Systems

Here's an example of how data flows through the On Top of the World software systems in the options-selection process, which the Company refers to as "color out." After a client is through the sales process and locked in with a purchase, he or she enters the design center process for *color out*. Typically, every design and option selection has impact on multiple areas of the company. For instance, the choice of entry tile has to be logged in the contract and closing documents, and that product choice has to be "digitally shipped" to BuilderMT, so that a purchase order and work order can be issued, and tied to a specific contract, lot, client, schedule *and* subcontractor. And then, that information has to get over to accounting, and inserted in the right data fields.

"That's where Sales Simplicity really shines for us," explained Greg Wise. "It not only does an excellent job of managing and tracking options, but the information is parsed and automatically embedded in BuilderMT, which also flows the information to our workflow management and accounting systems. There is no further data entry required, and that saves us a bundle of time and headaches."

As a result of implementing Sales Simplicity, the client experience is stronger, and the Company more profitable, because there are fewer opportunities for informational mishaps. When an option is chosen, the data is authoritatively embedded in the client record, and it becomes the basis for a series of transactions, from ordering materials to authorized work orders for subcontractors. Changes and variances are just as easy to track with Sales Simplicity, and On Top of the World Communities has fewer resulting "crossed

wires” with its customers and trades, because everyone is working from the same information.

### **About On Top of the World Communities**

On Top of the World Communities, Inc. is one of the oldest privately held construction and development companies in Florida, specializing in desirable Florida active adult retirement living. The company, founded by Sidney Colen, began building in 1947 and has constructed homes for literally tens of thousands of satisfied buyers.

Following the success of the first On Top of the World condominium community in Clearwater, Florida, Colen’s interest grew to include central Florida where, in 1975, he purchased a large parcel of land in Ocala formerly known as Circle Square Ranch. Development began on this land in 1982 and continues today.

For over 60 years, Sidney Colen has served as Chairman of the Board of Directors of On Top of the World Communities. Today, Kenneth Colen, Sidney Colen’s son, is the company’s president and oversees the development and operation of the Ocala property.

Learn more: [www.ontopoftheworldcommunities.com](http://www.ontopoftheworldcommunities.com)

### **About Sales Simplicity**

Sales Simplicity Software, Inc., based in Chandler, Arizona, is the creator and marketer of leading sales automation, CRM, marketing

and eLead management tools for new single-family, semi-custom and custom homes; condo, multi-family and assisted living builders; developers and new-home realtors; and, apartment sales and rental agents.

For more information about Sales Simplicity, call (480) 892-2500 or visit [www.SalesSimplicity.net](http://www.SalesSimplicity.net).