



SalesSimplicity[®].net

The recognized standard in homebuilding Sales/CRM

Optimizing the homebuilder Sales/CRM process for profitability.

**Application Streaming[®]
Sales Automation for Homebuilders**

Sales Fulfillment Excellence of no equal... with Productivity Enhancements like no other.

What size of homebuilder selects and implements SalesSimplicity®.net?

Our smallest builder delivers less than 100 homes a year. Our largest builds thousands. The dynamic architecture of SalesSimplicity®.net allows every valued client to benefit from a market-driven solution that automates, authenticates, communicates and controls throughout the entire sales process.

The application easily pays for itself by reducing costly construction errors, controlling and communicating with valuable prospects and leads, and increasing productivity. Sales counselors quickly adopt this dynamic application because it is easy to learn, easy to use and – best of all – dramatically cuts the time necessary to process a buyer's transaction. Your sales staff will realize more time to handle more prospects.

Productivity increases and sales can soar with SalesSimplicity®.net.

Builders can subscribe, purchase or lease. Start off minimally to experience the myriad benefits, then expand with an affordable, flexible application that is inherently scalable – adding users is quick, easy and eminently doable.

Best of all you can be up and running quickly, often within a sixty to ninety-day window, the average time span for implementation.

We invite you to study the features, benefits and competitive advantages of SalesSimplicity®.net. Talk to us, and to our valued clients. Take the application on a test drive. Then let's get started!

Begin with a comprehensive on-line solution offering Fluid Language and Visual Flexibility.

Go ahead – enjoy the unmatched versatility and flexibility of an application engineered and designed for homebuilders.

Unlike many software applications, you don't have to adapt your management processes to this application; rather, this application readily adapts to your company's already established business processes.

Populate the multitude of builder-defined fields to mirror your specific business culture.

Customize the language in sections, tabs and field labels and tabs via *full language independence*. Change a single tab labeled "Subdivision" to "Neighborhood", for example. Or deliver the entire application to your sales force in Spanish.*

Reflect your image and identity by matching the application colors to your website or corporate logo.*

Converting SalesSimplicity®.net into visually familiar territory will increase usage, communication and profitability.

** Full Language Independence and Matching Application Colors to be deployed 2004.*

Incorporate User Permissions to empower your business in a secure environment.

Control. Access. Authenticate. These are the primary advantages of designating who, what, where and when by defining user access and permissions.

Management permits or denies user access at will, thereby totally controlling all information regarding prospects, leads, buyers and homeowners. Setting up a new user – or deactivating another – can take mere seconds.

The ability to change lot, plan and option pricing is restricted to a select few – or as many as you permit.

Contracts, addendums and reports can be reviewed on a “need to know” basis – within and without your organization.

Mortgage companies can access and adjust their own mortgage rates any time, within seconds – without viewing competitors’ data.

Outside communication companies can execute scripted email and letter tasks without viewing any other portion of the application.

Consultants can mine data based solely on the access and permissions you grant.

If your sales counselors, management and consultants can access the Web, they’re on board – thanks to your builder-defined user access and permissions!

Profit from the convenience, immediacy and cost-saving benefits of Digital Signature Capture integrated with Electronic Document Storage.

The ability to enter and store digital signatures in SalesSimplicity®.net is an innovative, convenient marker in the homebuilding sales process. Your sales counselors and decision makers will appreciate complete document portability throughout the sales process.

Best of all, electronic document storage ensures historical document access to any user with permissions companywide. *Every current and historical sales contract and addendum can be viewed on-line, anytime.*

As a homebuilder you can customize contracts, addendums and letters in Microsoft® Word, utilize or modify dozens of included Crystal® Reports, or create and embed your own reports.*

With professional training and support from our experienced team, you can manage the entire sales process and cost-effectively control your own documentation, start-to-finish.

** Requires a licensed copy of Crystal Reports® and trained personnel.*

Experience the extraordinary power of Workflow Processing.

A driving force behind SalesSimplicity®.net is workflow processing – the power of automatic, transaction-based communications utilizing emails to alert and inform every decision maker in your organization.

Every customer contract, lot, plan and option transaction affecting your product automatically generates a documented email and elicits an action or reply. Single or multiple notifications are completely user-defined by management, and customized to meet your specific company needs.

Department managers enjoy the unique opportunity to review, accept, decline or question every single transaction – just seconds after it originated.

Transaction-based knowledge is delivered to everyone who “needs to know” – automatically, seamlessly, instantaneously. Relevant details can be accessed with a few simple clicks for “review on demand.”

Automating and communicating bottom-line transactions via workflow processing is an essential key to builder profitability.

Communicate and execute Automated Follow-up Tasks companywide – from Sales Prospecting to Escrow Closing.

SalesSimplicity®.net empowers success with management scripted follow-up tasks – from simple prospecting to staying in touch with buyers. Sales counselors can add custom, on-the-fly tasks to the schedule; send individual freeform letters, or execute mass email merges to prospects, leads and realtors with embedded brochures and handouts.

Better yet, the deployment of SalesSimplicity®.net provides for the automated dissemination of follow-up tasks to every key individual in your organization. Each and every manager will be able to access department-level follow-up tasks targeted to his or her specific area of expertise.*

Imagine your mortgage coordinator, for example, logging on to access the “mortgage follow-up schedule” for new buyers. Or a design center manager responding to “new buyer appointment” related tasks.

Or...you decide! Customize the application to meet your own needs. Construction. Escrow. Closings. Walkthroughs. *Telephone calls. Letters. Emails. On-site visits.* Department by department, companywide – straight to your bottom line.

Your success is critical to ours! We provide the professional training, documentation and continuing support you require.

** Follow-up by Individual Manager to be deployed 2004.*

Reap knowledge and make informed decisions based on Real Time Reporting Capabilities.

A constant stream of essential data pours into SalesSimplicity®.net from every sales counselor and decision maker in your company – information you can trust. *Suddenly the strategic, data-driven answers you must have to compete are as close as your fingertips.*

SalesSimplicity®.net is replete with shortcut buttons and custom reports, immediately accessible in “real time” according to user permissions – all defined by management. You can create, deploy and access an unlimited number of custom Word® and Crystal Reports®* based on your community, sales, administrative and management needs.

Or, simply employ the multitude of Crystal Reports® already embedded in a feature-rich application. As we generate new reports, your system is automatically updated – ensuring access to unprecedented opportunity and sales tracking tools.

** Requires a licensed copy of Crystal Reports® and trained personnel.*

Incorporate Option Management, On-Line – a first in the field.

For the first time, buyers can research and execute their own plan-specific option selections on-line – directly from your website – accessing images, pricing, product sheets and much more. Imagine the time saved by your staff, and the convenience to your buyers, with the integration of on-line options

SalesSimplicity®.net seamlessly feeds buyer-specific on-line options to Builderfinish®, an all-inclusive third-party option management system. In return, options selected from Builderfinish® flow back into SalesSimplicity®.net, ensuring process-based execution of the all-important change orders.

Option management on-line is a proven profit enhancer and an impressive buyer amenity.

Choose your ERP partner from a select core of Strategic Integrations.

Sales Simplicity® Software is proud to offer long-term integration partnerships with the homebuilding industry's leading ERP systems – Buildsoft Enterprise®, FAST®, and Timberline Production Management.

The incorporation of one of these industry leaders together with SalesSimplicity®.net results in a comprehensive, end-to-end homebuilding solution that can positively enhance your bottom line.

These are solutions that work for you.

Experience, Expertise and Excellence really do count.

SalesSimplicity®.net was developed by Sales Simplicity® Software, a corporate entity which traces its founding roots back to 1978. Recently Sales Simplicity® Software celebrated a quarter century of success in real estate presentation.

The enthusiastic market acceptance of SalesSimplicity®.net can be credited to a team of dedicated development, implementation and support professionals. Together, we offer decades of software experience in the homebuilding marketplace.

No matter where you interface with our people – pre-implementation, documentation, implementation, support, enhancements or customization – you are assured of a knowledgeable, responsive group of professionals committed to you and your bottom line.

We are here for you.

The Next Step is yours.

Everything you need to optimize the homebuilding Sales/CRM process has been skillfully incorporated into SalesSimplicity®.net, the recognized industry standard. Now we're ready to help you migrate into profitable new territory.

Thank you for considering Sales Simplicity® Software for your homebuilding Sales/CRM solution. We look forward to the opportunity of partnering with you.

Call us today and let's get started!

Application Feature Suite

Information access is available via any *Internet Connection* – from the sales office to the corporate offices, from home or on the road.

Utilize SalesSimplicity®.net as an *ASP (Application Service Provider)* or *Self-Host* – your choice without any expensive third-party software.

A multitude of *User-Defined Fields* mirror your specific business culture and language.

Easy to Learn and Navigate, and much *Easier to Administer* – no one can ever get lost in the screens.

Up-to-the-second *Pricing and Inventory Control* with *Single Point Data Capture* company-wide reduces costly construction errors.

Build *Multiple Scenarios* for any single prospect, and save them for final selection.*

Manage and Communicate with valuable prospects and leads – telephone calls, letters and emails. You can track historical progress, agent by agent.

Communicate and execute *Automated Follow-up Tasks* companywide, even by department managers* – from sales prospecting to escrow closing.

Email Attachments functionality ensures the ability to market with prepared brochures and information attachments.

Builder-managed Word® *Contract Documents* and *Addendums* can be imported – including changes.

Electronic Data Storage saves and previews every contract and addendum historically upon demand.

* *To be deployed 2004.*

More than seventy *Crystal® Agent and Management Reports* are embedded and available upon demand; additional reports are deployed each month.

Demographic Reports are based on builder-defined criteria that flows from Customer screens to Follow-Up and Reports – from a single community to multiple divisions.

Search for new business by *Single or Multiple Demographics*, or display and print demographic charts and graphs to measure traffic, advertising effectiveness, market penetration, and much more.

Itemized pricing *Adjustment History* can be immediately reviewed on plans, lots, options and incentives in the field.

Builder-defined *User Permissions* empower your business in a secure environment – you decide who has access and what they can see, from sales agents to outside mortgage companies and consultants.

Concurrent Licensing ensures substantial savings – you contract for the number of users on-line, not the number of individual users.

Builder-designed *Presentation Handouts*, neighborhood or plan specific *Information Handouts* and *Contractual Documents* all are available upon demand.

Workflow Processing generates two-way automated emails – accept, decline or question every single transaction, contract, addendum or change order.

Digital Signature eliminates multiple contract and addendum packages and provides instantaneous access companywide.

Mortgage companies exclusively manage their own data with *Lender Log-In* which prevents any lender from reviewing competitive data.

Imports, displays and manages *Internet Leads**.

* To be deployed 2004.

Full Language Independence facilitates builder language customization* – call it subdivision or neighborhood, for example, or deliver the application in Spanish.

Application Colors can be matched to your website or corporate logo*.

Incorporates *Options Relationship Management***

Experienced Implementation is measured in weeks, not months or years.

Knowledgeable Support is available seven days a week.

Subscribe, Purchase or Lease – your choice.

SalesSimplicity®.net offers long-term integration partnerships with the homebuilding industry's leading ERP systems – *Buildsoft Enterprise®*, *FAST®*, and *Timberline Production Management*.

SalesSimplicity®.net seamlessly feeds buyer-specific on-line options to *Builderfinish®*, an all-inclusive third-party customer-facing option management system, which in turn populates the change order system of SalesSimplicity®.net.

The dynamic architectural design features *Multiple Data Tiers* capable of handling any builder.

The application was developed utilizing *Visual Basic®* and *Visual Interdev®*.

SalesSimplicity®.net is powered by *Application Steaming®* for unparalleled speed and performance in an ultra-secure environment with few deployment issues, plus distributed processing, horizontal/vertical scalability and no server-side state issues.

Minimum requirements: Pentium Class System PC, 500MHz, 128 MB RAM, 10MB free HD space, 28.8K modem, 800x600 color monitor, Win98SE, Microsoft® Word, Internet Explorer 5.5, Internet Access via ISP (self-hosting excluded).

* To be deployed 2004 and ** 2005.

Praise

"SalesSimplicity®.net is just that simple. All of our users can access it anywhere, anytime, and it has streamlined our entire sales process. The Follow-up and Workflow alone are must-have tools."

Shana O'Connors

Fast Information Specialist/Administrator
Capital Pacific Homes, CA, CO, AZ, TX
1,200 homes

"SalesSimplicity®.net has allowed us to set a uniform Follow-up system for our sales staff. It is user-friendly and, most importantly, allows for real time updates on product pricing and lot availability."

Jack Czerwinski

President
Benchmark Homes, Inc., Omaha, NE
225 homes

"After an extensive review of CRM systems, we selected and deployed SalesSimplicity®.net. We remain impressed not only with the product, but with the people behind it. Implementation and support are excellent."

Ron Marshall

Vice President, Finance
Main Street Homes, Austin, TX
900 homes

"We selected Sales Simplicity for its promise of rich functionality and excellent support; we were not disappointed on either account. We are very pleased with the end-result, specifically with contract packages that are professional and accurate. The accuracy we gained positively impacts everyone from the Sales Agents to the Contracts Administrators to the CAD department to the Builders in the Field and the Closing Coordinators. And, now that we have implemented the Workflow management function, automated notification of significant events has helped to keep everyone informed. Sales Simplicity has become a mission critical application for Henry Company Homes."

Maureen Houston

Marketing Manager
Henry Company Homes, Pace, FL
400 homes

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Sales Automation for Homebuilders**

from

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