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CONSTRUCTECH

Focused on the Sale

A slower housing market calls for a change in selling strategy. As opposed to a focus on selling more options per home, as had been the case in years past, market experts suggest homebuilders are looking for technology to aid in simply selling more homes.

"Builders want to pay more attention to how to get more leads, where their leads are coming from, where they are spending their advertising dollars, what they are doing with people that walk into sales centers, what campaigns are effective, what they are doing for follow up, etc.," says Matt McShane, vice president with Builder1440, www.builder1440.com, Baltimore, Md.

He notes a good CRM (customer-relationship management) tool will not only help accomplish this list of tasks, but also do so in a manner that reduces time and eliminates errors.

The on-demand model for delivery is where McShane sees the most interest from builders, as it allows this strategy to get up and running in days, rather than weeks.

"Builders are looking to manage leads better, improve closing percentages, close more homes, etc. Not only do they want it done cheap, but they want it done tomorrow," adds McShane. "In other words, a six month implementation cycle for CRM software is out of the question. The on-demand model takes the costs and complexities out of this scenario. Working with Builder1440, a homebuilder can have its sales strategy up and running on the Web in a day."

SalesSimplicity.Net from Sales Simplicity, www.salessimplicity.net, Chandler, Ariz., automates the sales and options-selection processes, which can be accessed entirely via the Web. The company recently came to market with a CRM solution built specifically for sales agents, options selection managers, and developers engaged in multifamily and condominium projects.

Similar to previous offerings, Sales Simplicity MF is integrated with such systems as Sage Timberline Office, www.sagetimberlineoffice.com, Beaverton, Ore., and BuilderMT, www.buildermt.com, Lakewood, Colo., enabling builders to link sales directly into the enterprise with the hassle of piecing together point solutions.

Quick and easy sales registration and an integrated Internet lead automation and fulfillment package are among the features in the new offering. A contract execution module pulls data from other systems in

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a builder's enterprise, which helps limit data reentry.

"Until the release of Sales Simplicity MF, the condo and multifamily sales agents, options managers, and developers have been stuck with weak functionality software systems they have cobbled together from a variety of other sources," says Barry Forbes, president of Sales Simplicity. "Finally, with Sales Simplicity, they can find capabilities specific to their industry in one Web-based .Net platform. This performance-based application streaming software is designed specifically for their needs."

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