



NEXT GENERATION SALES AND MARKETING MANAGEMENT

Introduction

As in every other aspect of the business world today, homebuilders are confronted by a multitude of challenges. To stay ahead of the competition, they must effectively manage a multitude of variables, and maximize efficiency. Market conditions have made it necessary for builders of all sizes to develop new skill sets and utilize more powerful technology solutions in order to help them manage. In addition, homebuilders have a need to understand customer buying and behavior trends, as well as catch the attention of skilled and desirable agents and then retain them for acceptable periods.

Current Technology Challenges

A number of technology limitations can impair the ability of homebuilders to operate at peak efficiency. Many lack visibility into critical business performance indicators, which some try to alleviate through time-consuming analysis using Microsoft Office Excel® 2003 or other spreadsheet applications. Some are not using electronic processes at all, or they may be using older product versions, occasionally in addition to incompatible or non-integrated systems—a situation that leads to even more time and effort, errors, untrustworthy data and difficulties gaining complete visibility into marketing effectiveness.

The combination of these industry-wide challenges and technology constraints can translate into real problems for business decision makers at every level of the organization. Solid, real-time data is needed in order to make the most strategic decisions.

Homebuilder for Microsoft Dynamics™ CRM 3.0

Homebuilder for Microsoft Dynamics™ CRM has been specifically designed to help homebuilders streamline their business operations and better manage marketing budgets, contact relationships, sales centers, and model/lot availability. In addition, **Homebuilder** for Microsoft Dynamics™ CRM can be easily tailored to meet each Project's unique business needs.

The information in the following pages shows how Homebuilders can better connect people, information, and processes using **Homebuilder** for Microsoft Dynamics™ CRM.

Business Requirements for the New Home Sales Industry

Homebuilder can deliver strong business value for the following stakeholders:

- Business leaders, who need access to real-time data on all levels of the organization in order to monitor key performance indicators, and manage staffing and budget issues;
- Sales and Marketing leaders, who want to hit sales targets, manage marketing budgets, and supervise sales staff;
- Agents and customer service staff, who require the ability to spend as much time as possible face to face with purchasers - discussing sales - not searching for information and entering data;
- Construction managers, who must coordinate scheduling and closing date adjustments with sales staff;
- Purchasers, on whose relationship the builder depends.



Empowering Homebuilders with Microsoft Dynamics™ CRM

Structured and Systematic Direct Marketing

The marketing module leverages purchaser information for use and reuse in campaigns. Response data flows back, updates records and increases the effectiveness of future campaigns.

- Leverage homebuilder specific Marketing Campaigns for managing Pre-registration, Preview Events and Sales Center Operations. Data seamlessly flows from one to the next.
- Implement a controlled process to offer Incentives for individual purchasers and use this to drive Registration. Track the redemption rate and use this to analyze effectiveness.
- Utilize advanced contact search to generate targeted Marketing Lists and send relevant information to the right people.

Improved Sales Tracking and Reporting

Track and report on sales in real time using key performance indicators, with quick access to supporting details.

- Analyze sales office Traffic and understand what attracts buyers to visit the sales centre. Compare Traffic by week, month, quarter or year.
- View multi-dimensional revenue reporting and analysis by Project, Lot Type, Model and Model Type.

Sales Support

Sales agents benefit from the ability to work within a single, search enabled, friction-free environment. The system integrates product, contact, communication, and activity management within a single robust platform.

- Hold a 360° view of a Purchaser including Profile, Interests and History with the organization.
- Draw on a comprehensive intelligent Knowledge Base and keep customer-facing staff current and responsive.
- Automate the sales process with custom Workflow Rules and simultaneously increase the quality of interaction while decreasing the effort required to so.
- Ultimately, increase agent satisfaction and improve retention through the sales tool at their disposal.

Cross Site Contact Collaboration

The centralized, controlled, Contact management database can be shared across the organization.

- A shared common database enables frictionless collaboration for both site specific sales teams and the enterprise as a whole.
- Role based access to contact records guarantees the security and integrity of corporate data.
- Simplify cross marketing to contacts whose Interests match the offerings at additional sites and track when contacts return or visit multiple sites.



Agreement of Purchase and Sale Workflow Processing

Homebuilder for Microsoft Dynamics CRM™ creates Agreements of Purchase and Sale programmatically.

- Reduce the time required to enter an Agreement of Purchase and Sale by up to 90% while eliminating errors through a controlled sales process.
- Draw Standard Features text and Elevation and Floor Plan images directly from the database.
- Provide head office instant visibility when an Offer is made and reduce the response time.
- Track and monitor Conditional Offers to convert these to Firm Offers. Auto-escalate neglected Offers.

Manage Lot Inventory and Enforce Siting Control at the Sales Center

The Model-Lot Management module provides a sophisticated control mechanism capable of handling even the most complicated Siting and Architectural Control scenarios.

- Eliminate Project specific training on allowed Model Siting – control the process completely from head office. Model and Lot availability reports can be accessed with a single click.
- Display a live database-driven Site Plan showing current availability.
- Sophisticated Architectural Control feature dynamically adjusts the Models available on a Lot based on the Models sold around it.



Technology Overview

On top of a solid foundation of integrated technologies that includes the Microsoft Windows® operating system, Microsoft Office™ system programs and SQL Server®, a Microsoft Dynamics™ CRM solution provides security and a reliable, well-managed IT infrastructure. **Homebuilder** for Microsoft Dynamics™ CRM builds on this platform to deliver role-based capabilities that are familiar and easy to use, and designed to support the ways homebuilders really work.

Built Using Proven Microsoft Technologies

Homebuilder for Microsoft Dynamics™ CRM is designed to integrate tightly with other Microsoft products, most notably full integration with the Microsoft Office system.

Microsoft Dynamics™ CRM is capable of importing and exporting information to and from Microsoft Office™ system programs such as Word®, Excel®, and Microsoft Office PowerPoint® 2003. With this capability, users can create documents offline and then import them into the **Homebuilder** for Microsoft Dynamics™ CRM solution, or export data contained in **Homebuilder** for Microsoft Dynamics™ CRM to other applications for presentation and offline manipulation.

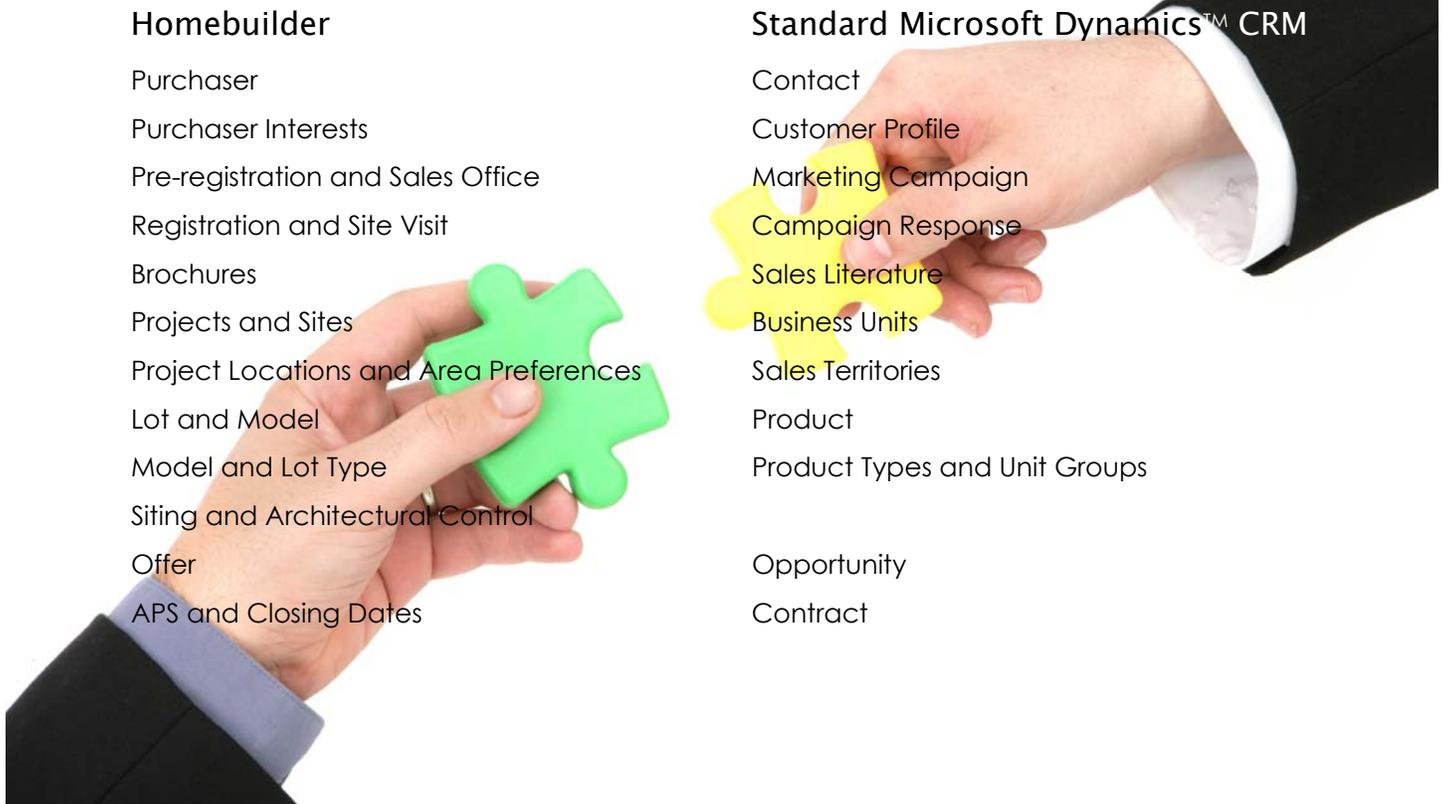
About eBuild.ca and Microsoft Dynamics™

eBuild.ca enjoys the benefit of Gold Partnership with a multi-billion dollar extended development team through the industry leading research and development performed at Microsoft. Microsoft Dynamics™ is a family of market leading products designed specifically to meet the needs of business. eBuild.ca adds 10 years of homebuilding specific software expertise to create a comprehensive solution; one without equal.



Solution Map and Functionality

The following diagram shows the industry-specific capabilities provided by **Homebuilder** for Microsoft Dynamics™ CRM as they integrate with core Microsoft Dynamics™ CRM functionality.



Conclusion

While there are numerous CRM solutions available on the market, these lack the critical, the industry specific functionality to be effective at selling and marketing new homes. Other solutions designed for homebuilders lack a robust architecture and force users to work in multiple, disconnected environments, ultimately adding more to an already strained workload.

Only **Homebuilder** for Microsoft Dynamics™ CRM works the way you do, works the way your business does and works the way technology should.

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