



ContactBuilder

Executive Summary

ContactBuilder is a web-based and fully integrated prospect marketing and customer relationship system. It allows your sales agents to communicate, track and manage all aspects of new home sales. It helps them to qualify and follow-up prospects as well as running targeted marketing campaigns. New home sales activities can be managed from any sales office or Internet location to convert more prospects into home buyers. With the increasing variety of electronic and showhome leads **ContactBuilder** offers fast qualification and response times to capture the interest of customers who are closest to buying a new home.

Daily task lists and reminders help your sales staff follow-up with prospects consistently so you don't miss out on any buyers that are ready to purchase. Marketing communications via the prospect's preferred media; email, text etc; can be initiated while respecting each of their interests and preferences.

Automated web-tracking of prospects' activity on your web site, and the optional workflow module, will bring new levels of discipline and tracking to your selling process resulting in faster and more sales conversions.

ContactBuilder will increase your sales productivity while measuring the effectiveness of your sales activities, and of your sales team.

What are the benefits of a hosted system?

ContactBuilder offers home builders a cost-effective alternative to upfront hardware and software licensing costs. It is instantly and securely available online from any location with Internet connectivity.

Key benefits of the **ContactBuilder** hosted system;

- Lower costs and early return on investment: One simple monthly fee with no additional initial licence or network infrastructure costs.
- Availability, reliability and stability: **ContactBuilder** harnesses the power of hosting services and the internet for 24/7 availability.
- Secure: Accessible to your staff through secure Internet connections.
- Scalable: Adaptable and cost-effective, you can start small and scale up as your business grows and your IT needs increase.
- Supported: Fully supported with no need for internal technical resources.

If you are interested in hearing more, or seeing an online presentation, please contact:

Malcolm C Freeman | Director | ContactBuilder Limited

Tel: 01889 503737 **E-Mail:** Malcolm.Freeman@Contact-Builder.co.uk

ContactBuilder

WWW.Contact-Builder.co.uk