

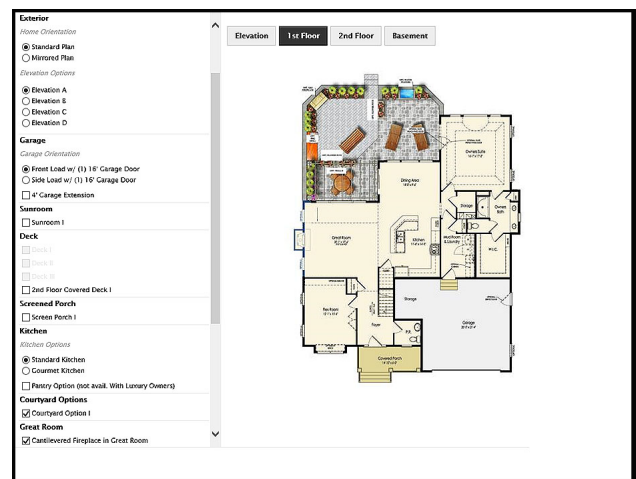


SAPHIRE[™] Build turns people searching for homes into your prospects by having them self-demonstrate your community, configure their own home, self-select interior configurations and exterior finishes, and even print out their own home brochure.

Integrate SAPHIRE *Build* with your existing website transforming it into an interactive online sales office. Web users can locate your communities through interactive Google Maps and search for specific plans based on search criteria you define.

Engage web users with dynamic interactive floor plans and options. Provide photographs of interiors and use SAPHIRE *Build*'s configurator to show virtual images of a base home with options as selected by your web users. Then generate a custom brochure showing the specific floor plan, elevation and structural option selected.

Convert web users into prospects by capturing key prospect profile information in a searchable database and then managing prospect communication with user defined follow-up process. Prospect lead management is fully integrated with your sales office with SAPHIRE *Build*. Track web traffic and lead conversion statistics to improve conversion rates.



"A recent buyer visited our website and selected everything she wanted in her home. She printed the online brochure and called the office to set up an appointment. She came to the office with the brochure in her hand, sat through our sales presentation and evaluated two floor plans. The first floor plan was the one in her brochure. On the same day, the buyer opted to purchase the original plan she had selected on our website. This was one of the easiest sales I've ever made."

- Melanie Gayer, sales, Oakwood Homes, Denver

SAPHIRE *Build* Features:

- Interactive web features integrate with your existing website
- Multiple level maps can include national, state, city, community, subdivision
- Dynamic floor plans and options
- Graphical option configurator
- Customized web brochure for each web lead
- Track web traffic and lead statistics
- Real time market home inventory updates
- Capture lead information in a searchable database
- Automated follow-up for web leads
- Lead management integration with SAPHIRE *Build*