



## B-Wise<sup>SM</sup> Enterprise Edition

**B**-Wise<sup>SM</sup> Enterprise Edition is designed for builders that want to use the power of the Internet to manage all aspects of their sales and marketing functions. Once B-Wise Enterprise Edition is deployed across a company, onsite agents, online sales counselors, managers and executives all gain greater efficiencies and control over their decision-making processes.

From a sales perspective, the system assists onsite agents and online sales counselors in responding to requests, managing prospects from inquiry to close and effectively conducting e-marketing campaigns.

From a marketing and executive decision-making perspective, it assists managers and executives in making better decisions faster with its powerful reporting and data analysis tools.

### Included Features

#### Lead Aggregation & Rating

- ✓ Automatic leads import from major new home portals
- ✓ Shopper registration from the builder's corporate and community specific web sites
- ✓ Community sales center walk-in registration
- ✓ Telephone leads registration
- ✓ Instant rating and ranking of shoppers
- ✓ Instant distribution of leads to sales agents

#### Online Sales Counselor Configuration

- ✓ Centralized leads assignment and follow-up
- ✓ Lead release with instant notification to sales agents
- ✓ Automatic post sale notification from sales agents to the OSC
- ✓ Reports showing leads released, appointments kept, and sales conversion ratios

#### Contact Management

- ✓ Automatic "Thank You" email (auto-responder)
- ✓ Automated email-based notification upon registration of Internet leads
- ✓ Automated custom follow-up plans based on prospect rating, lead type and source
- ✓ Centralized Prospect file with complete history of all communications and activities
- ✓ Agents, community and OSC calendar
- ✓ Automated Tickler file to manage "forgotten leads"
- ✓ Multilevel access to prospect files for lead protection, sharing and/or cross-selling configurations

#### E-Marketing Tools

- ✓ Unlimited email and document library
- ✓ Custom e-marketing campaigns for prospects, Realtors and buyers
- ✓ Real-time e-marketing campaign reports with open, bounced back, and click-through statistics
- ✓ Automatic exit survey following community visit
- ✓ 3 generic emails with the builder's logo

#### Sales Management and Reporting

- ✓ Weekly "sales meeting" report on traffic, sales and follow-up activities by community and agent
- ✓ Prospects, Buyers and Realtors reports
- ✓ Powerful shopper query for generation of direct marketing lists
- ✓ Capability to "drill-down" (company, region, division, community) on all reports
- ✓ Tools for sales force management and oversight

#### Custom Data Analysis

- ✓ Ability to create custom analysis reports and charts on prospects, advertising, and sales
- ✓ Ability to propagate custom reports from the corporate level down to each division
- ✓ Unlimited custom analysis reports library
- ✓ Set of analysis reports on traffic, advertising effectiveness, and prospect profile

#### Executive HotSheets

- ✓ Key traffic, advertising and sales metrics automatically delivered by email (monthly, quarterly and yearly)
- ✓ Management dashboard configured to display your company's most important performance measures

#### Administration

- ✓ User account management
- ✓ Community data administration (info, models, agents)

### Award Winner



*2005 BEST Sales, Marketing and Customer Service Automation Product*



*2005 IT High Impact Product of the Year  
2005 Tech Homebuilder IT Innovator of the Year*