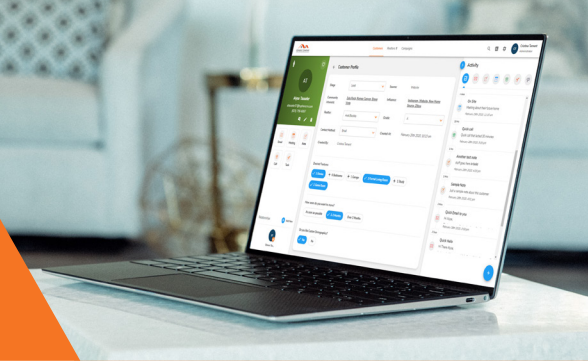




Customer Relationship Management Built For Home Builders

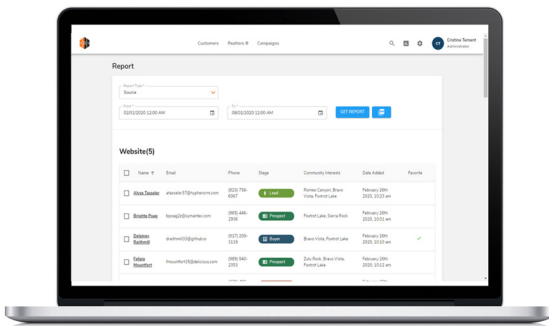
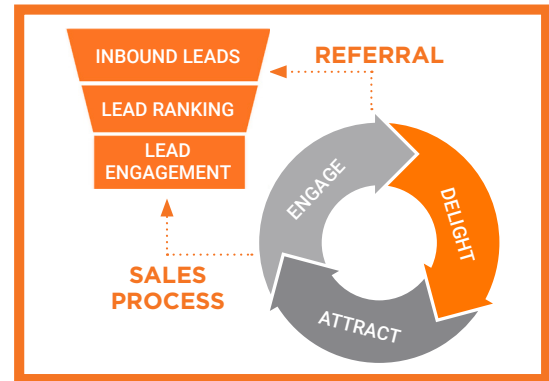


Use Hyphen CRM to Streamline Sales & Marketing

Home Builders now have the ability to optimize customer acquisition, improve email marketing, increase sales cycle efficiency and more. Hyphen Solutions' Home Builder CRM is built specifically to bring all your sales and marketing data into an easy-to-use platform that provides all the data you need, segmented into two separate funnels, homebuyers and real estate agents. Home Builders invest an extensive amount of their budget and resources on sales and marketing efforts. With Hyphen CRM, you can now see those dollars used effectively to drive more new home sales faster than ever.

Centralized Sales Cycle Management

Create notes, send emails, log calls and manage sales and marketing tasks directly from your CRM database to both potential homebuyers and real estate agents, keeping your entire team working together efficiently and fluidly. Automatically pull customer contact information from your website into Hyphen CRM, providing accurate sales and marketing data, reducing wasted time and eliminating human error.

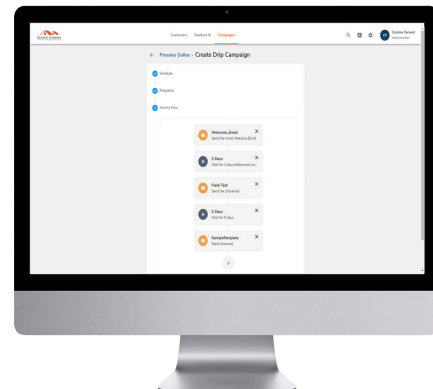


A Home Builder CRM That Works for You

Quickly view and visualize your new home sales and marketing processes with ease, using dates of activities as a timeline for tracking steps with your prospects. This ensures leads are adequately nurtured throughout the homebuyer journey. Keep your finger on the pulse with Hyphen CRM reporting by seeing who opens and clicks on your emails and campaigns, giving you the tools you need to drive better marketing.

Integrated Campaign Management

Generate and manage your marketing campaigns within our Home Builder CRM, such as newsletters, one-off email communications and drip campaigns. Having greater insight into campaign performance allows for better use of your time and effort. Create excitement with personalized newsletters, or quickly communicate with your contacts using templates. Advertise move-in ready homes, community-specific announcements and sales incentives, delivering the best experience for your customers.

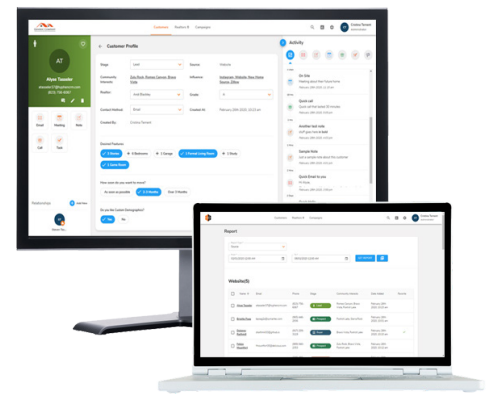


Convert More Leads to New Home Sales With These Hyphen CRM Features:

- ✓ **Lead generation:** Automatically pull your contact cards from your website into the CRM Sales Cycle Management – create notes, send emails, log calls and manage tasks directly from your CRM database.
- ✓ **Workflow at-a-Glance:** Easily view and visualize your sales process with date duration for each step with your prospects.
- ✓ **Campaign Management:** Generate and manage your personal drip campaigns within CRM Newsletters – create excitement with personalized newsletters for move-in ready homes, community-specific announcements, etc.
- ✓ **Analytics:** Keep your finger on the pulse with prospects by seeing who opens and clicks on your emails and campaigns.
- ✓ **Software Integration:** Customer status is synchronized with your Hyphen HomeFront and BRIX ERP systems to ensure accurate messaging.

Hyphen CRM is designed for Home Builders, by Home Builders:

- To include modern technology and a clean updated platform
- To be Home Builder specific, to fit their specific audience and sales cycle
- To utilize current sales and marketing trends
- To allow sales agents to do what they do best: sell, not manage technology



The Critical Path of a Lead/Prospect



CAPTURE LEAD

RANKING

ON-SITE

CONTRACT

MOVE-IN

1. Marketing Captures Lead
2. Qualify Lead for Ranking
3. Sets Up On-Site Appointment
4. Ongoing Engagement in the Sales Cycle
5. Additional Departments Assist from Lead Capture Through Move-In

Ready to dive deeper into what Hyphen CRM has to offer you and your Sales team?

CONTACT US TO SCHEDULE A DEMO