



BUILDERUX™ AND SALES SIMPLICITY WORK Hand-in-Hand to Put Wihcon's Home Buying and Options Selection in the Hands of Website Visitors

BuilderUX Enables Website Visitors to Self-Select Models, Lots and Options. Information-Rich Registered Leads Are Automatically Handed Over to the Sales Team!

With over fifty years in the real estate business and having built over 46,000 homes, West Indies Home Contractors Limited (WIHCON) must be doing something right. WIHCON, serves the upmarket housing needs in Jamaica, which has high demand among Jamaicans and from expats who seek retirement homes, second homes, and vacation homes for themselves and their families.

Recently, WIHCON's strategic planning office, led by Stacey Walker, engaged in a very successful effort to digitize the website marketing and sales operations of the company. Specifically, the Company implemented Sales Simplicity software, along with a remarkable new Sales Simplicity plug-in called BuilderUX. BuilderUX offers a Build Your Home™ process to enable website visitors to self-select models, lots, and options...and pass an information-rich record of their selections over to the sales team as a registered lead.

AUTOMATING THE SALES AND SELECTION PROCESSES

"We really wanted to automate as much of the sales and selection processes as possible," Stacey Walker said. "A core part of that was to put the selection power in the hands of our website visitors. We looked to BuilderUX and Sales Simplicity to work together to clearly define our digital marketing channel," Walker added. "Now, with these solutions in place and working together, we have a truly transactional online presence. Sales agents are now getting registered leads that come across with a very complete record of what model, lots and options the buyer is looking for, and we have a head start in closing their business as a result of their self-selection process."

A NEW INTERACTIVE WEBSITE

"A large part of our digital marketing channel development was the creation of a new website. But the website we needed had to draw upon databases, inventory, and options rules," said Stacey Walker. "We were not just showing photos of the homes we had for sale and expecting people to purchase them. We needed an engaging, interactive environment. The team from BuilderUX came in and built that website, loaded our inventory and options databases, and had us running in eight weeks. The team was fabulous in helping us to imagine and develop the customer-facing aspects of WIHCON."



SALES SIMPLICITY AND BUILDERUX: WHAT THEY DO

In a nutshell, here is what Sales Simplicity offers, followed by a look at the supplemental functions that BuilderUX brings to the website operations:

- **Sales Simplicity.** Sales Simplicity is the widely acknowledged leader in CRM, sales automation, dynamic content management, and reporting for the home builder and real-estate sectors. Today, Sales Simplicity is the dominant sales automation and CRM system used by production home builders, like WIHCON. Its CRM is a "platform-independent" product, and it is tightly integrated into Sales Simplicity's award-winning, cloud-based, sales-automation platform. Almost every aspect of the sales process for new homes and condos can be managed by Sales Simplicity, from the lead registration to the contract creation.

But for all of the power of Sales Simplicity, it lacks one feature, and that's what BuilderUX brings to WIHCON and other users.

- **BuilderUX.** BuilderUX allows website prospect/buyer visitors to register on the builder/developer's website and then select their model, lots, and options. The selection process is guided by rules that BuilderUX interprets, so that, for instance, a model with a large set-back can't be placed on a small lot, or that a lot that's already been sold can't be re-selected by a new prospect. As the user "options out," the home, BuilderUX enforces rules in this process as well, allowing just the allowable options to be seen and selected by the buyer/prospect.

COMBINING SALES SIMPLICITY AND BUILDERUX

"By combining Sales Simplicity and BuilderUX," explains Stacey Walker, "we have a much more customer-focused website which gives our prospects control, but based on our rules. After customers have self-selected models and options in BuilderUX, the WIHCON sale agent gets a full registered lead, with a solid idea of the product they are interested in. What we had before, which was a CRM we created in Sharepoint, had nowhere near this capability. It didn't even link to the website or to our inventory."

IMPLEMENTATION EXPERIENCE

"Our experience working with the BuilderUX was extremely positive," Stacey Walker said. "We have the website up and running in eight weeks, and we had an absolutely positive experience with their team. Otherwise, I wouldn't have agreed to be profiled by the company. I would rate the service as spectacular."

MORE ABOUT BUILDERUX

BuilderUX's Build Your Home™ is a five-step, customizable guided tour through the Home Building Experience. Based on the home builder's rules, the prospects and buyers visiting your site can self-select their dream subdivision, their dream plan, and their dream lot. Then, they self-select their options to fill the house.

Build Your Home allows customers ample time to increase the purchase price of the home in the comfort of their own homes by allowing them a selection process that they control. If the home builder turns off the "pricing reveal," the customers can essentially build their dream home without any financial hindrances.

WHAT SALES SYSTEMS DOES BUILD YOUR HOME PLUG INTO?

The team at BuilderUX will customize the Build Your Home™ plugin to fit on your current website, and we provide professional services to run it seamlessly. The Build Your Home Plug-in is pre-integrated into Sales Simplicity.

CUSTOM WEBSITES

Need a website built from scratch? No problem. The custom website we can build comes with our Build Your Home product already built in! We take your design concepts and make them a reality by incorporating the Build Your Home process along with an interactive listing of your subdivisions, models, plans, and spec homes. We can really make your website "pop" with our customized slideshows and interactive maps. A website customized to your needs will allow for a series of unique pages that will differentiate you from any other home builders in your area.

ELEADS? WE GOT 'EM.

We can add e-Lead forms to any website. Many builders have a hard time getting e-Leads working on their websites. Our team offers e-Lead specialists! We can get you up and running in two days max, guaranteed. We can also set up Build Your Home to take leads directly into Sales Simplicity.

AD JUMP PAGE

We will design a unique Jump Page for your subdivision or event that shows the Topo from Sales Simplicity as well as an e-Lead form for your leads to be pushed into Sales Simplicity. We will customize this to fit the message you are trying to portray to your customers.

Learn more and watch videos at <http://builderux.com>