

With BuilderUX™, New Home Buyers and Prospects Can Select Options Online, With Tie-ins to the Builder's Lot and Option Inventory

This New BuilderMT - Sales Simplicity Module Also Integrates With CG Visions eHome

Denver — November 14, 2016 — BuilderMT and Sales Simplicity jointly announced the availability of a new, fully integrated module, called BuilderUX, a new online customer experience solution where home buyers and prospects can select their new home options on the web, with real-time tie-ins to the home builder's lot and option inventory.



Designed for BuilderMT, Sales Simplicity, and CG Visions' eHome users, BuilderUX's Wordpress Plug In websites use live inventory data for models, lots, and options. Since BuilderUX is a fully integrated with BuilderMT and Sales Simplicity, all of the lot-specific home-buyer information flows directly into, or is drawn from, BuilderMT and Sales Simplicity.

BuilderUX automatically captures the sales lead through a registration process, so the home builder's sales team receives a complete record of the prospects' selections and other sales metrics. Research has shown that providing options-selection functionality over the web drives up the number of options purchased, while reducing the time required for the builder's sales staff to meet with prospects, freeing the staff up for more sales.

BuilderUX is also pre-integrated with CG Visions' eHome (www.cgvisions.com/ehome), which brings "flex floor plans" to any home builder's website, allowing buyers and prospects to digitally create various design scenarios and self-select options in 2D or 3D environments. By working in tandem, and through their mutual integration to Sales Simplicity, the eHome and BuilderUX solutions are broadly complementary. If desired, builders can connect these approved design scenarios "downstream" to the design department to generate a site-specific set of construction documents.

“Today’s home buyers expect complete control over their selections of models, lots, and options, in the same way they have complete control over other on-line purchasing,” said Tom Gebes, President of BuilderMT and Sales Simplicity. “Users of our BuilderMT and Sales Simplicity solutions can now offer this control through their own branded website, while maintaining strict control over the data in their workflow and sales management systems. Make no mistake, BuilderUX is a breakthrough product.”

ABOUT BUILDERMT

For the home building industry at large, BuilderMT (a MiTek company) provides highly-customizable workflow and building-process-management software that works in tandem with leading accounting systems and other wireless and jobsite productivity tools, such as CRM and warranty management. For 20 years, BuilderMT systems have been purchased by more than 1,000 home builders and cumulatively used as a desktop workflow tool by upwards of 10,000 home building professionals. BuilderMT is widely recognized as a leader in process-driven, best-building-practices for home builders, as well as customer service, warranty applications, online training and innovative wireless applications. To learn more, visit www.BuilderMT.com, or call (888) 757-1991 ext. 271.

ABOUT SALES SIMPLICITY

A MiTek company, with direct Web Services integration to BuilderMT, Sales Simplicity’s highly intuitive CRM system offers features similar to SalesForce.com, but Sales Simplicity’s CRM is tightly integrated into Sales Simplicity’s award-winning, Cloud-based, sales-automation platform, and the entire system has been specifically envisioned for home builders. Since Sales Simplicity is already linked deeply into Facebook, Twitter, and other social media systems, users of Sales Simplicity’s new CRM features will immediately benefit from single-platform, dash-board-driven campaign management tools linked directly to web analysis, eMarketing, lead management, follow-ups, and new prospects. More info: www.SalesSimplicity.net

ABOUT MITEK

MiTek is a diversified global supplier of software, engineered products, services, and equipment to the residential, commercial, and industrial, construction sectors. MiTek Industries’ passion for its associates’ well-being and its customers’ success is the company’s hallmark. A Berkshire Hathaway company (NYSE: brk-a, NYSE: brk-b) since 2001, MiTek has operations in more than 40 countries on six continents. Learn more: www.MiTek-us.com and www.MII.com.



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