



Selling Homes Over the Web, Wade Journey Homes Powers Sales with Options Online™, BuilderMT WMS, and Sales Simplicity

Wade Journey Starts Ten Homes a Day, with Sales Simplicity, Options Online™, and BuilderMT WMS Managing Sales and Workflows

CHESTERFIELD, MO – September 27, 2017 – BuilderMT and Sales Simplicity

(both MiTek® companies) jointly announced that Wade Journey Homes has implemented BuilderMT's Workflow Management Suite (WMS), Sales Simplicity,



and Options Online™ to enable the sale and construction of their new homes. Wade Journey Homes also uses BuilderMT's Builder Portal to manage subcontractors' documents and scheduling.

Entirely unique to home building in North America, Options Online enables Wade Journey Homes to sell homes over the web, using iPads or browsers, a capability recently recognized in an article in Builder magazine. (Options Online was formerly known as BuilderUX.)

Today, Wade Journey is clearly the fastest-growing private home builder in the nation and #43 on the prestigious 2016 Builder 100 list, with 1,129 closings and \$170 million in revenue. Wade Journey is also in an equal-ownership partnership with Century Communities. The company will start 1,800+ homes in 2017. Wade Journey Homes builds in 250+ communities, including the Triad, Triangle and Charlotte, North Carolina areas, as well as the Coastal Carolinas. Wade Journey also builds in southwest Florida, central Florida, Georgia, and upstate South Carolina, with plans to expand into as many as five more states in 2018.

For Wade Journey Homes, BuilderMT WMS manages the purchasing, estimating, scheduling and construction workflow, while Sales Simplicity manages sales. Wade Journey Homes also uses Options Online™, a direct plug-in to Sales Simplicity that uses live inventory data for models, lots, and options to enable website visitors to self-select and configure their new homes on the home builder's branded website. As a home buyer or a prospect builds out their dream home, the sales lead is captured, and an information-rich record of the prospect's selections are automatically sent to the sales team as a registered lead. The buyer then accesses DocuSign to execute the sales contract and make a deposit, and Wade Journey personnel can refer a mortgage provider.

ABOUT OPTIONS ONLINE™

Options Online™ uses live inventory data for models, lots, and options to enable website visitors to self-select and configure their new homes on a home builder's branded website, with or without the help of a sales agent. As sales leads are captured, the prospect's records are automatically sent to the sales team as a registered lead. All information flows directly into Sales Simplicity. Because Sales Simplicity is integrated with BuilderMT's WMS, the same data seamlessly fuels estimating, workflow, scheduling, and purchasing. Learn more: <http://buildermt.com/options-online/>

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. To learn more, visit www.BuilderMT.com, or call (888) 757-1991 ext. 271.

ABOUT SALES SIMPLICITY

Sales Simplicity (a MiTek company) is the creator and marketer of leading sales automation, content management, lead management, eMarketing and reporting management tools for new single-family, semi-custom and custom homes, condos, and multi-family housing, or for use by realtors. Learn more: www.SalesSimplicity.net or call (480) 892-2500.

ABOUT MITEK

MiTek USA is a division of MiTek Industries, 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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