



MiTek's Sales Simplicity Now Offers Options Online™

Options Online is Now Available as a Sales Simplicity Feature, so New Lots and New Homes Can be Selected, Optioned Out, and Sold Over the Web

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CHESTERFIELD, MO – November 7, 2017 – Sales Simplicity, a MiTek® company, today announced that it will be offering [Options Online™](#) as an add-on feature within the Sales Simplicity software solution.



Options Online 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 home buyers or prospects build out their homes, the sales leads are captured, and information-rich records of the prospects' selections are automatically sent to the sales team as registered leads.

Read an Options Online [case study](#) to learn how [Wade Journey Homes](#) is using Options Online today.

Because [Options Online](#) is a [Sales Simplicity](#) plugin, all of the captured information flows directly into Sales Simplicity. And because Sales Simplicity is tightly integrated with [BuilderMT's WMS](#), the same data seamlessly fuels estimating, workflow, scheduling, and purchasing.

"Home builders that face the prospect of building out expensive websites and ecommerce infrastructures can avoid those costs by simply plugging in to Options Online," said Rob Hooker, MiTek's Senior VP of Enterprise Software Solutions. "The fact that Options Online is rich with data from the engagement with the prospect – and that data is passed to Sales Simplicity and to BuilderMT – makes the selection of Options Online even more compelling."

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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