

Triangle and Eastern NC Edition

Builder/Architect



**Homescape
Building
Company**

Revolutionizing the Homebuying
Customer Experience

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Revolutionizing the Homebuying Customer Experience

By Anne Marie Hunter

Mike Ruth, principal of Cary, NC-based Homescape Building Company, has a unique perspective on marketing and customer service that adds some insightful value for his staff, sales team and customers. Ruth began his new-homes career in the Triangle as a Realtor, giving him a close view of changing buyer profiles, preferences and knowledge-driven purchasing styles. His keen perception of buyer dynamics enabled Ruth to immediately grasp the advantages of BrightDoor's integrated sales and marketing solution, which was introduced to him by York Simpson Underwood Neighborhood Marketing.

"We were looking for a way to stand out," said Ruth. "During a period of slower sales, we needed to give buyers a good and memorable first impression. BrightDoor knocked our socks off." Homescape Sales Director Bethany Dale explained, "Mike

Ruth understands that product is No. 1. Homescape has mastered delivering an exceptional product, so Ruth moved to include a buyer-focused advantage program to gain an edge in our competitive market." BrightDoor is the perfect solution for demonstrating Homescape's product and advantages because it introduces information on demand to customers on their terms, when they are ready. The customer asks the agent for the neighborhood and builder information in a way that is comfortable to them — by selecting options on a large touch screen.

"People want to register at our model home sales center using our interactive technology. It's fun. People are *used to* interacting with ATMs, their phones and touch screens at the grocery store, airport and work. Sometimes the kids jump in and start the process, like signing on for a video game," explained Ruth, who

BrightDoor Presenter replaces the traditional topo table with a dynamic view of community and product details.



has discovered BrightDoor breaks down the typical sales barriers by illustrating *and proving* what the sales person is telling the prospect. It creates a more engaged, collaborative experience between agents and customers.

“Before BrightDoor, we used printed brochures and the static paper site plan maps on the wall to communicate inventory information to our buyer prospects,” said Ruth. “Problem was, the maps and brochures rarely remained up to date or accurate. Red or green dots fell off the lots on the paper map, or houses under construction were much more completed than the dated printed brochures could demonstrate. It was a mess and did not give a very reliable or polished first impression.”

BrightDoor Presenter, the key sales presentation tool, is attractive and user friendly. The buyer follows along with the salesperson as he/she presents the community story, highlighting neighborhood amenities, pool, clubhouse, area schools and shopping centers, pricing and options lists, and builder bio. By touching a product icon on the site plan map, he/she can showcase available home features such as floor plans, status, interior and exterior photo images. Of course, the chapters of the enjoyable sales story resound truly and memorably for the buyers because they have interactively viewed all the information and images during the salesperson’s presentation. The customers love the information on-demand control so much they reach out to the screen and begin touching other features on the site plan map to continue the experience. They can also save all their preferences by simply registering their names and e-mail address on the touch screen keyboard! Talk about meeting customer needs by funneling, narrowing and measuring interest. Follow-up is more effectively planned because the information is automatically captured and documented.

Then, once registered, the buyer and salesperson can later return to all the captured information and share the same



PHOTO BY RAY STRAWBRIDGE

BrightDoor On*Demand provides a secure, Web-based tool for managing leads, inventory and marketing content.

experience with family or friends from their home PC via the BrightDoor Affinity Portal. They remember and relive their earlier experience in the sales center, neighborhood and home site. This is powerful automatic marketing for Homescape, recreating their attractive and effective first impression in the buyers’ minds, and moving them up on the short list of homes the buyer may purchase.

So, what is next for Homescape Building Company? “BrightDoor keeps us sharper, and our sales team can demonstrate Homescape’s value with the attractive illustrations and



PHOTO BY RAY STRAWBRIDGE

Progressive builders like Mike Ruth are ushering in next-generation sales and marketing tools.

up-to-date data and customer service tools. We are excited about bringing the BrightDoor system to our new Copperleaf community,” said Dale.

Village Square at Amberly Neighborhood Sales Director Kevin Brown said, “Hopefully all the neighborhoods we sell in the future will have the BrightDoor system. I love its ability to easily upload updated photos, options and price lists, so my presentations are accurate and credible. I can welcome customers with a personal greeting on the BrightDoor marquee and print a customized brochure of homes and features they liked, which makes all the difference to them.”

Ruth gives us the final word, saying, “The BrightDoor people have their heads together. They are constantly listening and giving us more functionality and an improved customer experience. Nine of our cooperating builder teams see the BrightDoor sales advantages, savings from eliminating wasted leftover preprinted

sales collateral and the complete value-added edge for this changed tougher market. And they have enthusiastically agreed to partner with us, expanding the BrightDoor marketing experience into new neighborhoods.” ■



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