



Corporate Background

Real Estate Sales & Marketing for the New World.

Quick Facts

- Founded in 2005
- Based in Cary, NC (near Research Triangle Park)
- Software as a Service (SaaS) platform for real estate sales & marketing
- Experienced leadership team
- Venture capital funded
- Cash flow positive
- Notable clients include
 - Cousins Properties
 - American Campus Communities
 - Montage Hotels & Resorts
 - Celebration Associates
 - Ritz Carlton Grand Cayman
 - Dart Real Estate (Camana Bay)
 - Russell Lands Company

Developed expressly for the real estate market, BrightDoor is the first Interactive CRM (iCRM) platform to generate leads, organize and deliver metrics, totally reinvent customer relationship management, and automate high-visibility personalized sales presentations.

BrightDoor transforms the entire sales and marketing lifecycle into a seamless, intelligent, fully integrated system that generates awareness, manages information flow and tracks buyer interaction. With a subscription to our BrightDoor Software as a Service (SaaS) platform, customers gain access to a fully integrated suite of presentation and customer relationship management tools.

History of BrightDoor

In 1996, Deven Spear and Michael Worthington formed VisionFactory to capitalize on the growing utilization of multimedia in corporate marketing. A leader in interactive media for sales environments, VisionFactory forged new territory in corporate marketing.

In 2002, Spear and Worthington continued to respond to market demands and co-founded Marketecture to focus on the integration of media, technology and the physical space to deliver personalized one-to-one sales experiences. In 2005, they applied the same innovative approach to the real estate industry, launching BrightDoor Systems. BrightDoor continues the pioneering effort to build engaging sales experiences.

Serial entrepreneur Sean Harrison joined the company in early 2006, bringing over 15 years of management experience in the technology and services sectors. Together Deven, Michael, and Sean form BrightDoor's core leadership team.

Strong, Supportive Financial Partners

Since its inception, BrightDoor was funded entirely through organic revenue growth and management. In 2007, BrightDoor raised \$2.1 million in venture financing from WWC Capital Group and IDEA Fund Partners. The funds were used to grow the sales and account management teams, and to expand product development, and the implementation services team. In 2008, BrightDoor raised an additional \$2 million led by Comprehensive Financial Management. Despite challenging market conditions, the company reached cash flow positive in the summer of 2009. And, thanks to the support of strong financial partners, BrightDoor is positioned to capitalize on new opportunities in an economic rebound.