



Customer Success Stories



Private Mountain Communities

Harry Redfearn on the BrightDoor difference

MATCHMAKING FOR THE 21ST CENTURY

Every deployment of BrightDoor is unique. Private Mountain Communities tapped BrightDoor to create a proprietary, user-friendly Lifestyle Survey to match homebuyers—many of them affluent baby boomers—with communities that best suit their lifestyles. BrightDoor's CRM database generates real-time business intelligence and increases sales efficiencies.

THE ULTIMATE LIFESTYLE MATCH

"Western North Carolina has more than 200 master planned communities, so buyers can spend years searching for the right one. Boomers are time-starved. They can come into one of our Private Mountain Communities Discovery Showrooms and take our Lifestyle Survey on an interactive touchscreen. In 10 minutes, they learn they don't need to see 198 communities, they just should visit these two."

AN INTERACTIVE KIOSK AT THE ASHEVILLE VISITOR CENTER

"The Asheville Chamber of Commerce Visitor Center chose Private Mountain Communities to be a strategic partner largely because of BrightDoor. They allowed us to put in a 46-inch interactive plasma touchscreen built into a custom cabinet that matches the cherry wood of their décor.

"In the past, when folks asked about communities, there'd just be a hodgepodge of brochures. Now they're directed to our kiosk. It is very state of the art, all done in real time. The screen gives them directions to our office about 1-1/2 blocks away. By the time they walk over, we have compiled a personal portfolio of matches for them."

ON ROI

"It's bigger than return on investment for us. BrightDoor was a small license fee versus having to build the survey from scratch, costing hundreds of thousands if not half a million dollars to do all the things BrightDoor does now. It might have taken me a year to work with programmers, which would mean loss of revenue for a year and the decrease in sales efficiency because I didn't have it. We're more productive. We're better at tracking the initial inquiry. Followup is more professional, because BrightDoor guides our agents. It's time to call that customer, and here are your notes and a history of everything that ever transpired."

**" BRIGHTDOOR IS ONE OF THE
PRIMARY KEYS TO OUR
COMPANY'S SUCCESS. WITHOUT
THEM, WHAT WE'RE DOING
WOULD BE IMPOSSIBLE. "**

**— HARRY REDFEARN
FOUNDER / CEO
PRIVATE MOUNTAIN COMMUNITIES**



**PRIVATE MOUNTAIN
COMMUNITIES**

Brilliance for Amenity & Traditional Neighborhood Developers

For developers: Perfect presentations every time

“With BrightDoor’s help, we built an interactive presentation for every development in western North Carolina. We love the interactivity of looking at a master plan and showing the various homes and home sites. If you click on a lot, we actually have loaded in the recorded plat. Anything you can think of can be loaded into the database. We love how easy it is to update content. A sales agent can go to a community, take a video of a lot, and load it.

“BrightDoor helps your sales people take each customer from A to Z and never forget a step.”

BRIGHTDOOR SOFTWARE

- * BrightBase Dynamic CRM
- * BrightShow with Survey
- * BrightGuide Kiosk

AV / HARDWARE

- * NEC & DisplayWerks touch displays
- * Dell workstations & tablets
- * Custom cabinetry by Cooper House

LOCATION

Asheville, NC
A unique storefront setting

CHALLENGES

A creative approach to lead generation
Ability to quickly capture buyer needs
A CRM tool tailored to their business model

TYPE OF IMPLEMENTATION

Lead Generation Kiosk
Lifestyle Surveying
Customer Relationship Management

RESULTS

PMC is the #1 referral source in Western NC for planned communities
Generating qualified leads at a key venue



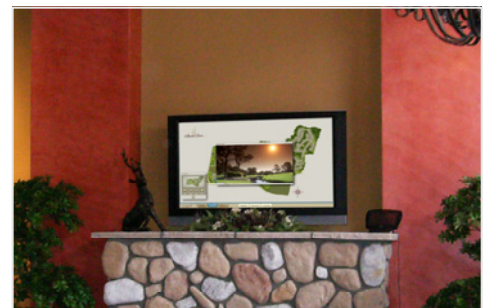
TAKING THE LIFESTYLE SURVEY



A TOUCH DISPLAY MAKES THE PROCESS EASY



BRIGHTGUIDE AT THE ASHEVILLE VISITOR CENTER



BRIGHTSHOW ON WALL MOUNT DISPLAY

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