



Customer Success Stories



The Thoms Estate

Dotti Smith on sales efficiencies and competitive differentiation

“Sales and marketing is challenging in a real estate market this slow. You have to manage your prospective buyers better than your competition. A lot depends on your database and your ability to both store buyer information and then retrieve it with maximum efficiency, at a number of different levels. There’s a need to easily track every communication with one individual buyer, and to store an individual customer’s history. It’s equally important to be able to profile *all* your buyers—and to be able to call up multiple buyers who have something in common. Before BrightDoor, no one CRM database could do it all.”

ON EFFICIENCY AND PRODUCTIVITY

“Efficiency-wise, I can tell you BrightDoor is the best system because I’ve compared all of them. I have a whole room full of people using it who agree. Over more than 15 years, I have worked with and compared systems. Some have a lot of what you need—except for features that are key to real estate. One of the things is being able to have a phone conversation with a customer, email them, and then being able to send the email right to the history file. BrightBase does that. That was a really, really big item because it saved so much time. It allows people to get twice as much work done.

“There is another system that also saves emails to history, but you would have to have someone write a tremendous amount of software to have it accommodate real estate to the degree that BrightDoor does already.”

ON ROI

“It goes back to the efficiencies. When you can do something in half the time because the software does a lot of work for you, then you can accomplish considerably more in a day’s time—more phone calls, more emails, more history. For example, say a sales agent has a database of six or seven hundred people. All the systems will let you calendar everything, but some won’t let you separate out the customers’ interests. So you can calendar somebody to come back up six months from now. And you know that person is interested in a specific thing, such as a 2,500-square-foot townhouse. But if you get that product sooner than you think, with some systems, you can’t go back and pull out just those people interested in town homes. BrightDoor allows you to pull up people by a particular interest.”

“IF YOU’RE TALKING ABOUT THE BEST SYSTEM ON THE MARKET, THEN IT’S BRIGHTDOOR.”

– DOTTI SMITH
CONSULTANT/TRAINER
DEVELOPMENT RESOURCES
& THE THOMS ESTATE



Brilliance for Amenity & Traditional Neighborhood Developers

ON INTERACTIVE PRESENTATIONS AND COMPETITIVENESS

“Customers form a different opinion of who you are when you use high tech. It tells them that you are on the cutting edge. And I think it sets up a different feeling between them and the development, because they know you’re on top of things. It carries you to another level, above other companies. More than anything, it’s just the feeling that a customer has when you go to that length to give them information efficiently.”

ON ADVISING DEVELOPERS

“I do consulting work for a lot of companies. In addition to The Thoms Estate in Asheville, I recommended that BrightDoor be put in both Canyon Ridge in Canyon Ridge in Chama, New Mexico and Derbyshire, near Tryon, NC. I said if you want the best system, go with this system, because the efficiencies are so much greater for the assistant or the sales agent.”

BRIGHTDOOR SOLUTIONS

- * BrightBase Dynamic CRM
- * BrightShow with Survey
- * BrightSite Private Portal
- * BrightDoor Online Marketing Services

AV / HARDWARE

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

LOCATION

Asheville, NC
A warm, inviting sales environment

CHALLENGES

Acquire qualified leads
Accomplish more with limited sales staffing
Differentiate from other Western NC competitors

TYPE OF IMPLEMENTATION

Online marketing services
Personalized sales presentation
Customer relationship management

RESULTS

Online marketing services and BrightBase are fueling positive lead generation
BrightShow is delivering outstanding customer care



PERSONALIZED DIGITAL MESSAGING



BRIGHTSHOW PERSONALIZES THE COMMUNITY SALES STORY



THE THOMS ESTATE INVENTORY IS MANAGED DYNAMICALLY



THE BRIGHTSITE PRIVATE PORTAL MAINTAINS THE SALES COMMUNICATION

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