



## Customer Success Stories



### Homescape / YSU Neighborhood Marketing

Mike Ruth on how BrightDoor is making a difference

“Wake County, NC, is one of the ten fastest growing counties in America. MSNBC placed Raleigh number one in Best Places To Live. Forbes recently named us the top best place for business and careers. That has brought us very sophisticated home buyers who arrive with high expectations. And since we’re in the heart of the Research Triangle, our buyers also use high technology every day.

“In our model home sales center, BrightDoor handles interactive buyer registration on laptop as well as interactive sales presentations. These buyers love that. To them, an interactive touchscreen presentation is like starting a friendly conversation. And our database captures all their data as well as the exact presentation they saw that day. It’s the same database that keeps our maps and inventory up to the minute. The capabilities of the system are amazing.”

**“BRIGHTDOOR’S INNOVATIONS HAVE INCREASED OUR CONVERSION RATE SIGNIFICANTLY. ”**

**– MIKE RUTH  
PRINCIPAL  
HOMESCAPE BUILDERS &  
YSU NEIGHBORHOOD MARKETING**

#### ON DIFFERENTIATING FROM THE COMPETITION

“BrightDoor projects the kind of upscale, knowledgeable, customer-oriented image that is vital for marketing homes in the \$350K to \$1.5 million range. The BrightDoor competitive edge is its ability to change the buyer’s overall experience. It’s polished. It’s high tech. There’s an impressive drama and emotion about it.

“As the customer leaves the sale center, he or she receives a password to log into the portal over the internet. So our followup is basically instant, and our message has lots of continuity—all this at the customer’s convenience. It also enhances the buyer’s sense of control of the sales process. And the portal provides our sales agents with actionable intelligence about exactly what interests this particular buyer. It’s gold.”

#### ON ROI

“BrightDoor’s innovations have increased our productivity and our conversion rate significantly. The proof is in our sales force’s use of and praise for BrightDoor to:

- Tell the neighborhood story
- Display inventory in a dynamic, up-to-date manner
- Open up productive lines of communication with the buyer
- Customize sales presentations to suit their own personal styles and the buyer’s particular situation
- Speed up the buying decision, thanks to the quality and amount of information we provide to them



# A powerhouse for regional builders

## ON INCREASING LEAD CONVERSIONS

“The intelligence BrightDoor delivers through their CRM has given us quite an edge. Here’s just one example, an out-of-town buyer who stopped by Village Square at Ambery, whose sales and marketing is by York Simpson Underwood Neighborhood Marketing. She viewed a touchscreen presentation and shared her wants and needs. The BrightDoor CRM, called BrightBase, recorded what she saw, everything she and the sales agent touched on. She was happy to hear that everything they’d talked about would be visible online at our private web portal, including photos and floor plans.

“She returned home and made daily trips to our web portal, spending a significant amount of time researching our homes. Our ability to see her time commitment on the portal gave us good reasons for follow-up emails and phone calls.

“We had subsequent on-site meetings, but we were able to keep her interest through content updates to the portal. The extra personal touch led to a great sale.”

## BRIGHTDOOR SOLUTIONS

- \* BrightBase Dynamic CRM
- \* BrightShow with Registration & Survey
- \* BrightSite Private Portal

## AV / HARDWARE

- \* NEC & DisplayWerks touch displays
- \* Dell workstations & tablets
- \* Custom cabinetry by Woodpecker

## LOCATION

Raleigh & Cary, NC  
Sales models

## CHALLENGES

Differentiate from the competition  
Appeal to the tech savvy buyer  
Invite brokers into the communication

## TYPE OF IMPLEMENTATION

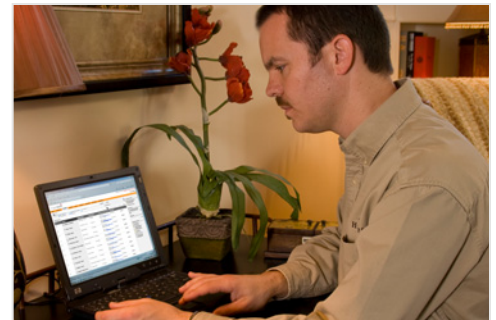
Personalized sales presentation  
Customer relationship management  
Private web portal for follow-up

## RESULTS

YSU communities such as Ambery and Copperleaf are outselling the local market



**BRIGHTSHOW DELIVERS THE COMMUNITY STORY AND UP-TO-DATE INVENTORY**



**BRIGHTBASE FUELS THE LEAD & CONTENT MANAGEMENT FUNCTIONS**



**BRIGHTSHOW ALLOWS FOR DYNAMIC, ON-DEMAND PERSONALIZED BROCHURES**



**BRIGHTSITE LETS YSU DELIVER 1-TO-1 MARKETING AND MONITOR ACTIVITY**

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