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**FOR IMMEDIATE RELEASE**

**York Simpson Underwood Expands BrightDoor into New Communities**  
*YSU deploys BrightDoor at two new home communities in Raleigh-Durham*

CARY, NC – March 16, 2007 – BrightDoor Systems Inc. is pleased to announce that York Simpson Underwood Neighborhood Marketing has added two more communities to its portfolio of homes being sold through the use of BrightDoor's integrated software tools. The communities are Copperleaf, a subdivision of homes from the \$650's to \$1 million, developed by Homescape Development, and Chessington, a Cary neighborhood of homes from the \$550's created by RLA Development.

BrightDoor has originated a suite of tools specifically for the real estate industry that integrate customer relationship management with real-time online and onsite presentation.

Through BrightDoor, homebuyers will explore Copperleaf and Chessington via personalized web portals where they can save preferences and communicate directly with their sales agent. For sales agents, the portal provides key information about each buyer's visit, pointing to individual needs and wants.

With BrightDoor on site, homebuyers and sales agents explore the community together via interactive touch screens that immediately bring selected features to the forefront. Inventory and other vital information are provided in real time. Buyers also receive real-time printouts highlighting features that reflect their visit and focus on the preferences and interests they have expressed.

"BrightDoor matches the style of the new kind of buyer who doesn't use traditional means to get information. They are used to going online for that. And when they go on site, they want that interactive type of experience to continue. BrightDoor just makes a huge impact on them," says Bethaney Dale, director of neighborhood marketing for York Simpson Underwood.

"We have seen the power of BrightDoor at Rose Hall, with homes of \$1+ million, and at Amberly, our premier master-planned community," she notes. "Expanding our use of BrightDoor was easy. They are absolutely leading edge, and that's where we want to be."

"For pre-selling, BrightDoor is a tremendous advantage. They help keep homebuyers engaged while our neighborhoods are developing. BrightDoor's portal gives them a personal connection to our neighborhood. People like communicating that way. They like going to the web, looking at the floor plans, coming back again, seeing that we have pricing now. Many of the folks we're working with are out of town, and with BrightDoor, we are able to keep in touch, even when they

(more)

can't visit and see the progress that now is happening on the site. They have done a great job of understanding how to use this medium in the sales environment.”

**About York Simpson Underwood**

York Simpson Underwood Neighborhood Marketing's ([www.ysunewhomes.com](http://www.ysunewhomes.com)) mission is to provide the highest level of real estate services in the Triangle through a team of professionals dedicated to exceeding their client's expectations and through active community involvement.

**About BrightDoor**

Founded in 2005, in Cary, North Carolina, BrightDoor has created the first integrated Customer Experience Management platform specifically for the real estate industry. This suite of on-demand presentation and relationship management solutions works to improve sales, manage information exchange, acquire customer intelligence, and fully personalize customer communications.

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*For more information, please visit [www.brightdoor.com](http://www.brightdoor.com).*