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**FOR IMMEDIATE RELEASE**

### **BrightDoor Inks Deals With Three Western Carolina Communities**

*Company gathers momentum with the addition of master-planned communities: The Thoms Estate, Queens Gap, and The Headwaters at Banner Elk*

CARY, NC – AUGUST 20, 2007 – BrightDoor Systems Inc. is pleased to announce three new clients for its lead generation and customer experience technologies, all of them exclusive master-planned communities. They are: The Thoms Estate in the Beaverdam area of Asheville, Queens Gap in Rutherfordton, and The Headwaters at Banner Elk, NC.

The addition of these three flagship communities extends BrightDoor's reach in both the master-planned and resort real estate markets. In recent weeks, the company has gained significant momentum as more developers select its integrated real estate platform for 24/7 lead generation, customer relationship management, automated customer profiling, and home buyer presentation software.

"We are proud to provide a competitive advantage to such remarkable developers," says Deven Spear, BrightDoor's co-founder and chief executive officer. "There are more than 100 new master-planned communities at various stages of development in western North Carolina, so one of the biggest challenges is to stand out from the pack. This is where BrightDoor's ability to clearly differentiate a community will make all the difference."

The Thoms Estate, being developed by Global Development Resources, encompasses 80 acres and flanks Elk Mountain in North Asheville. It features residences ranging from 1,900 to 4,800 square feet which are priced from \$875,000 to \$2 million.

Queens Gap, developed by Devinshire Land Development, is an extensive private resort whose 3,000+ acres include resort-style homes, a Jack Nicklaus-designed golf course, tennis complex, and equestrian center. Home sites, which begin in the \$150,000s, offer long-range mountain views.

The 880 acres of The Headwaters at Banner Elk is being developed by John E. Haynes. Custom homes of 2,650 to 3,900 square feet, built in the arts and crafts style, are priced from \$799,900 to \$1.3 million. Luxury condominiums range from \$389,900 to \$ 499,900.

### **About BrightDoor Systems**

Founded in 2005, in Cary, North Carolina, BrightDoor has created the first integrated customer experience management platform specifically for the real estate industry. BrightDoor's suite of on-demand presentation and relationship management solutions reaches beyond customer relationship management (CRM) software to improve sales, automatically acquire customer intelligence, and fully personalize customer communications and marketing materials.

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*For further information on BrightDoor's capabilities, please visit [www.brightdoor.com](http://www.brightdoor.com).*