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Inaugural BrightDoor “INSIGHT” Events Focus on Key Real Estate Topics
Company CEO moderates panel of regional industry experts

CARY, NC – OCTOBER 22, 2007 – BrightDoor Systems Inc., the leader in on-demand customer presentation and relationship management software for the real estate industry sponsored their inaugural BrightDoor INSIGHT events on October 16th at the Umstead Hotel and Spa in Cary, NC and October 18th at the Richmond Hill Inn in Asheville, NC. Given the economic challenges of today’s market, these events brought together industry leaders to discuss ways to stay competitive and address the needs of today’s homebuyers.

The Cary event saw Deven Spear, CEO of BrightDoor Systems, moderate a panel discussion on the topic of “Staying Competitive – Engaging the New Homebuyer”. The panel included Trish Hanchette of KB Homes, George King of The King Partnership, Gaye Orr of H&H Homes and Mike Ruth of Homescape Building Company.

The Asheville event kicked off with a motivational keynote from Terry Weaver, noted speaker and author of the book “Secrets of Selling from the Real Estate Masters.” Following the keynote, Spear led a panel discussion on the topic of “Success Strategies in a Challenging Economy” with Weaver joining Ray Jackson of Gencom Group and Dotti Smith of Private Mountain Communities.

Participants at both events gained knowledge in many critical areas of real estate sales and marketing. Among these were successfully targeting the “new” homebuyer, understanding appropriate budgetary ratios for marketing costs per lead, gauging effectiveness of “new media” and traditional campaigns, discovering emerging trends in the market, and new strategies to improve the effectiveness of sales teams.

Feedback for the event was universally positive, specifically citing the usefulness and timeliness of the information and the intrinsic value of bringing colleagues together to discuss specific topics of concern and their individual experiences. Said Bald Head Island’s Jeff Leonard, "I enjoyed the discussion and information sharing. It was definitely worth the time spent."

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. This suite of on-demand presentation and relationship management solutions reaches beyond customer relationship management (CRM) software to generate leads 24/7, automatically acquire customer intelligence, manage online information exchange, fully personalize customer communications and marketing materials, and accelerate sales.

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For detailed information about BrightDoor, please visit www.brightdoor.com.