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York Simpson Underwood Deploys BrightDoor at Exclusive Rose Hall
Builds on proven BrightDoor success at Village Square at Amberly

CARY, NC – NOVEMBER 14, 2007 – When prospective homebuyers arrive at the new sales center of North Raleigh's noteworthy Rose Hall, where the 43 homes are priced from the mid-\$900s, they'll experience dramatic new ways to select a home. York Simpson Underwood has tapped BrightDoor Systems Inc. of Cary for real estate technology that rivals the best-outfitted corporate demonstration centers in the business sector.

In bringing a true customer experience to residential real estate, YSU has differentiated its latest affluent community from competitors, enhancing Rose Hall's exclusivity and appeal in a challenging local real estate market. Rose Hall is being developed by forward-thinking Russell Ammons of RLA Development, who is a Wake Home Builders Association Builder Member of the Year.

Beyond Rose Hall's English-style fieldstone gates off Honeycutt Road, visitors to the sales center find that a sales tool called BrightDoor Presenter draws the most attention. It's a digital version of the traditional architectural-model-under-plexiglas, site plan, and wall posters combined. Homebuyers and sales agents alike don't need any help figuring out how to use it. Presenter's elegant, polished table has a top that is actually a grand touch screen. Touch one of the home sites displayed there, and more information appears: acreage, location, pricing, even photos of nearby amenities.

"Both home buyers and sales agents love it. Presenter is a totally natural, friendly way to present all the engaging aspects of a community," says Bethaney Dale, director of neighborhood marketing for York Simpson Underwood. "Presenter breaks down the barriers, so that the buyers and agents are jointly discovering the property. The sales conversation flows better, and trust builds up much more quickly."

BrightDoor Presenter also fulfills a behind-the-scenes mission. As visitors and their sales agent touch the screen, Presenter records the data and streams it to BrightDoor's On*Demand customer experience management software for follow-up. "This is the most intelligent way we have ever seen to capture home buyer information. It's effortless," says Dale.

Presenter also "remembers" which homes and amenities homebuyers have viewed, and in one touch, sales agents can print out sales sheets that mirror the visit. The collateral bears the homebuyers' names plus a username and password for a private web portal they can visit from home. "Home buyers in the \$1-million range are sophisticated, creative, and selective," Dale observes. "A private web portal tailored to their interests has a very high-degree of appeal."

Presenter isn't the only high-tech accoutrement at Rose Hall. The BrightDoor Interview tablet computer has replaced the typical visitor clipboard. "Interview adds an element of fun to registering your visit," Dale notes. "It's easier, faster, and more entertaining." BrightDoor

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software captures the home buyer's information and streams it to a database immediately available to sales agents. For visitors who signed up online for a site visit, BrightDoor streams that information to a large, sleek welcome screen, dubbed Marquee, where homebuyers' names go up in lights along with key marketing messages and visual self-tours. "BrightDoor Marquee is a terrific solution when we have a lot of walk-in traffic and buyers are waiting for an agent. It's a great engager to keep people from saying they'll just come back later," Dale says.

YSU deployed BrightDoor in May at its Village Square at Amberly community in Cary, a neo-urban, walkable community featuring nearly 450 single-family homes and town homes. While Marquee, Interview, and Presenter have achieved a winning track record there, BrightDoor's private web portal is an equal star. "The scale of Amberly lends itself to the private portal concept," notes Dale. "Because Amberly is large and is being built by a consortium of custom builders, there are dozens and dozens of unique floor plans. Too many to post on our public website. But on our prospects' private portals, we can post in-depth information, as many floor plans as we want, and important news such as new homes available in their particular price range."

In sum, Dale says, "There's just no question BrightDoor vastly improves the sales experience. The alternative is lifestyle photos on the wall, a clipboard, and a site table where you lift up the plexiglas and put a sticker on what's sold. Going back to the old way would be like returning to black-and-white TV."

About York Simpson Underwood

York Simpson Underwood Neighborhood Marketing's 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. For a selection of communities represented, visit www.yshomes.com/newhomes/ysu-neighborhood-marketing.aspx.

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 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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