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**FOR IMMEDIATE RELEASE**

**BrightDoor Inks Deal with Linger Longer Communities**  
*Linger Longer Communities implements industry-leading BrightBase 3.0*

GREENSBORO, GA – APRIL 4, 2008 – BrightDoor Systems, the leader in presentation and relationship management software for real estate builders and developers is proud to announce that Linger Longer Communities has implemented BrightBase 3.0 at Reynolds Plantation and Reynolds Landing in Greensboro, GA. BrightBase represents BrightDoor's dedicated focus on delivering CRM functionality shaped around the unique needs of real estate builders and developers.

Deven Spear, BrightDoor CEO states "We are thrilled to have a company like Linger Longer Communities in the BrightDoor family. Reynolds Plantation and Reynolds Landing represent the best attributes of master planned communities. BrightBase will give Linger Longer Communities an advantage in ensuring their sales experience is as impressive and meaningful as their award-winning communities."

With over 60 registered users in need of a system for a wide range of sales and marketing functions, Linger Longer Communities had an extensive list of requirements for their choice in a database management system. BrightBase not only met these hefty requirements, but also exceeded their expectations along the way.

Jason Murray, Linger Longer's Director of Interactive Marketing, said, "In considering a new CRM solution, we did exhaustive research on our options. BrightBase had all of the features critical to managing our day-to-day business. Also, we felt BrightDoor shared our approach to innovation and customer care. When all factors were considered, it was an easy choice."

Colin Boatwright, BrightDoor's CTO, elaborated, "Considering the amount of information being managed, it's easy to say Linger Longer Communities is a BrightBase 'power user'. I'm very pleased with how our system has been able to meet their requirements from both a feature set and data management perspective." With Reynolds Plantation and Reynolds Landing already using BrightBase, Linger Longer's Achasta community is up next for a BrightBase rollout.

Customer service is a key factor clients have cited as another way BrightDoor adds value to both their internal teams and their customers. Murray commented, "From an integration and training perspective, the BrightDoor account team has been fantastic. We couldn't be happier."

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**About BrightDoor Systems**

Founded in 2005, in Cary, North Carolina, BrightDoor has created the first integrated customer experience management software 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. For more information, please visit [www.brightdoor.com](http://www.brightdoor.com).

## **About Reynolds Plantation**

Reynolds Plantation is a Linger Longer Community providing an award-winning lifestyle with world-class amenities. Named the “Best of the Best” Golf Community by *Robb Report* and the community with the “Best Golf” by *GOLF MAGAZINE Living*, Reynolds Plantation, located between Atlanta and Augusta, Georgia, is a golf and lake community with more than 80 miles of shoreline on Lake Oconee. The community features 99 holes of championship golf from designers Bob Cupp, Jack Nicklaus, Tom Fazio, Rees Jones and Jim Engh, who designed the community’s first member-only course. Reynolds Plantation is also home to The Reynolds Golf Academy, as well as the TaylorMade Performance Lab and the Kingdom at Reynolds Plantation. The community offers members a variety of dining options, swimming pools, pedestrian trails, three full-service marinas and The Lake Club Wellness Campus and award-winning Tennis Center. Site of the first-ever *GOLF MAGAZINE* Dream House and the first-ever *Golf Digest* Signature Home, another “ultimate golf home” debuted in 2008 – the first-ever *TRAVEL + LEISURE GOLF* Cottage, located at the Creek Club golf course. Reynolds Plantation is also home to the AAA Five Diamond Award-winning Ritz-Carlton Lodge, a 251-room lakefront resort and spa ranked No. 5 in the “Top 100 Golf Resorts” worldwide by *Condé Nast Traveler Magazine*. Linger Longer Communities is also the developer of Reynolds Landing and Achasta. For more information, call 800-800-5250 or visit [www.reynoldsplantation.com](http://www.reynoldsplantation.com).