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**FOR IMMEDIATE RELEASE**

**Montage Hotels & Resorts taps BrightDoor for unique lead generation and advanced CRM at Laguna Beach and Beverly Hills resorts**

CARY, NC – July 1, 2008 – Montage Hotels & Resorts, creators of luxury residential enclaves in Laguna Beach and Beverly Hills, has selected BrightDoor Systems Inc. to provide lead generation and enhanced customer relationship management (CRM) capabilities. BrightDoor is the creator of the first comprehensive sales engine developed expressly for builders and developers.

For Montage, BrightDoor will deliver dramatic interactive sales presentations that can be experienced on site, at locations anywhere in the world, or via personalized web portals. BrightDoor's BrightApps suite of presentation applications targets the entire real estate sales lifecycle, from lead generation and agent presentation to follow-up private web portals for post-tour communication and closing. They allow every presentation and self-guided tour to be tailored in real time to the interests expressed by the individual buyer.

"BrightDoor's high level of customization and personalization complements the values of the Montage brand," said Alan Fuerstman, Montage's founder and chief executive officer. "Our home buyers are attracted to the conveniences of a hotel lifestyle. They find that at Montage, they are provided with an extraordinary level of service that helps minimize the complexities of owning a second, third, or fourth home."

Montage currently has residences in development in Beverly Hills, scheduled to open in fall 2008; Cabo San Lucas, Mexico; Deer Valley, Utah and Royal Island, Bahamas.

Fuerstman said that several strengths attracted Montage to BrightDoor, including its ability to bring together diverse parts of the sales process. "In a highly personalized environment, we are selling a select few residences to individuals who have very discerning taste. The BrightDoor solution gives us the ability to customize the sales experience to each buyer. It also allows us, in a very unobtrusive way, to understand better what their needs and desires are."

"What we particularly like is that the BrightDoor technology works on a personal level," Fuerstman said. "This is an optional purchase for our buyer group, one based on an emotional attachment and commitment to what our brand represents for them, their family, and future generations."

"Our buyers may not want to sift through a brochure or big book. They want to be immediately drawn in, based on their personal interests. In that sense, BrightDoor is the opposite of a one-size-fits-all sales approach."

Deven Spear, co-founder and chief executive officer of BrightDoor Systems Inc., welcomed BrightDoor's partnership with Montage as an especially creative alliance. "We are committed to innovating the way real estate is sold, and Montage is equally dedicated to innovating the entire concept of luxury residences. We are pleased to work with such a unique and forward-thinking company."

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### **About Montage Hotels & Resorts**

Montage Hotels & Resorts is an ultra-luxury hotel and resort management company founded by Alan Fuerstman in 2002. The company's flagship oceanfront resort, Montage Laguna Beach, opened in February 2003 in the vibrant arts community of Laguna Beach, California. The company currently has hotels, resorts and Montage residences in development in Beverly Hills, scheduled to open in fall 2008; Cabo San Lucas, Mexico; Deer Valley, Utah and Royal Island, Bahamas, scheduled to open in 2010. [www.montagehotels.com](http://www.montagehotels.com)

### **About BrightDoor**

BrightDoor believes real estate sales and marketing should be easier, simpler, and far more intelligent. We founded our company in 2005 in Cary, NC, on the principle that the real estate business isn't like any other, and that retrofitting older, generic software is much like riding a bicycle backwards: You can do it, but you can't steer very well or get up any speed.

BrightDoor speeds the sales cycle. We are the first sales engine to generate leads, organize and deliver metrics, totally reinvent customer relationship management, and automate such necessities as high-visibility, interactive presentations and email communications. Our software as a service (SaaS) platform delivers significant cost- and time-saving benefits, including shorter deployment time, no need for client/server software installation or maintenance, automatic upgrades, and global availability. We're pleased to show you more at [www.brightdoor.com](http://www.brightdoor.com).

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