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BrightDoor set to launch BrightSpot™ Home Buyer Portal

Provides Innovative Lead Generation for Real Estate Builders & Developers

CARY, NC – AUGUST 29, 2008 – BrightDoor Systems announces the upcoming launch of BrightSpot, a unique real estate web portal that delivers highly qualified, early leads to real estate builders and developers. BrightSpot, at www.brightspot.us, goes live September 2, 2008. Initially, the portal will include community and home details by BrightDoor's current customer base, including communities from Celebration Associates, developers of Virginia's Homestead Reserve and New Hampshire's Bretton Woods, Reed Development of Hilton Head Island, SC, creators of Hampton Lake, and Linger Longer Communities of Georgia, builders of Reynolds Plantation and Reynolds Landing.

BrightSpot provides a richer, more interactive experience to the end user, resulting in a more qualified lead for the developer. "Our customers typically begin their search by comparing the amenities provided at various planned communities" says Ian MacIrvine, director of sales for Homestead Preserve. "Today they have to go to several websites to compare these communities. There is also no central place to search based on a desired combination of amenities. BrightSpot provides that central point to start this type of search."

BrightSpot will publish rich lifestyle and amenity content about the communities to the leading real estate search engines, including Google Base and Move.com. BrightSpot is available to builders and developers by subscription.

"BrightSpot captures the interest of home buyers at an earlier, more natural stage, when they begin their search at the major real estate search engines," says Sean Harrison, BrightDoor's chief operating officer. "Then BrightSpot delivers more exciting, persuasive, community-based content so buyers can explore in a visual, interactive way—all of that over the web."

Harrison explains, "The traditional real estate web portals are designed to lead a prospective buyer to a single home listing. The search starts and ends with a three bedroom, two and a half bath, 2400 square foot home in a designated city and in a certain price range. Those portals are about an individual property first."

"In contrast, BrightDoor makes the community relevant first, then allows prospective buyers to select a property that makes the most sense to them," Harrison says.

BrightSpot's inventive, comprehensive filtering, sorting, and search features provide a streamlined, intuitive way for buyers to search and filter for just the right home or home site.

For the developer/builder, BrightSpot automatically captures lead information and buyer profiles. Via the secure developer/builder area of BrightSpot, it also provides a complete suite of tools for content management and reporting. Usage and lead data can be managed via the BrightSpot portal, or the data can be streamed in real time into BrightBase, BrightDoor's advanced

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Customer Relationship Management (CRM) software. Based on their level of interest, homebuyers connect directly to the community web site for an even deeper level of information.

“The most effective way for developers to gain highly qualified leads is to catch home buyers when they’re searching these major portals,” Harrison says. “BrightSpot provides a better strategy to accomplish that.”

About BrightDoor

BrightDoor Systems created, expressly for builders and developers, the first software sales and marketing engine capable of generating leads, streaming customer relationship management data, analyzing metrics, profiling homebuyers, and providing onsite/online digital presentations that capture buyer behavior. The company was founded in 2005 in Cary, NC. BrightDoor’s unique real estate applications are deployed throughout the Americas. For more information, visit www.brightdoor.com.

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