

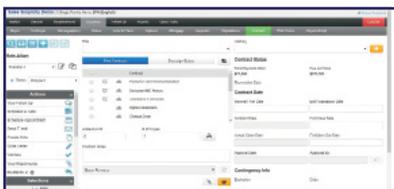
## Website Insite

Leads from a client website, or leads generated from eblasts, will automatically capture IP addresses in Sales Simplicity. Those IP addresses will link and display a prospects' history, on the website, within Sales Simplicity - both past and future history. A sales counselor can track the level of interest in, for example, a specific plan, or how much time the prospect has spent on individual website pages, or how often he or she logs in.



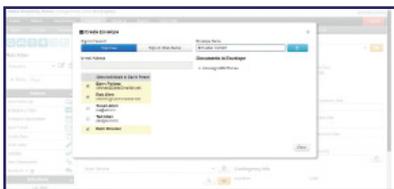
## Options/Design Center Management

Sales Simplicity offers robust functionality to select and manage options selections, tied to your lot stages of construction, including inclusive, exclusive and intersecting options to drive profitability. Wildcard option rules, option images, custom options management and more are all integrated into the application.



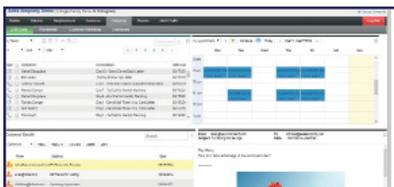
## Automated Contracts

Contracts can be Word or Crystal Reports, and will automatically populate from customer information and selections made in the application. All contracts are paperless, saved electronically, and viewable by permission company-wide. Digital signature capture is also available.



## DocuSign™ Integration

Every single aspect of the sales process is maintained within Sales Simplicity, including electronic signatures and cloud-based contracts via DocuSign. Buyers and co-buyers can sign at the sales office, or on any web device anywhere in the world. Completed, signed contracts and change orders are automatically disseminated to all parties.



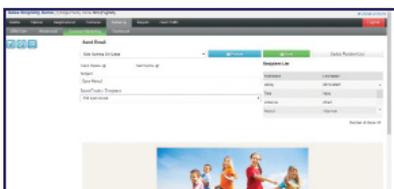
## CRM Suite

Manage eleads, walk-ins, open house, referral and realtor leads, with every lead attached to a sales counselor. Leads will automatically populate from your website. The follow-up path is auto-populated for all categories and can be tracked in reports and dashboards by management, establishing conversion rates and effectiveness with multiple reports.



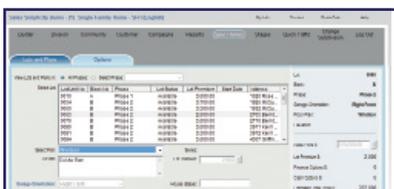
## eAlerts

eAlerts are triggered by 60 significant events. For example, a newly executed contract will fire off an email to one or more contract approval managers. The email contains an embedded link that allows recipients to single click and open Sales Simplicity for review, margin & markup analysis, counter offers and responses. Events include custom options, change orders, lot transfers, reservations, deposits and more.



## eMarketing

Manages leads, prospects, buyers, homeowners and realtors from a single SQL database... with email campaigns targeted to every group. The application allows one to import, build, manage and edit HTMLs... execute at the corporate, division or community level... and check for click-thru's, open rates, bounce-banks and unsubscribe. Sales Simplicity will effectively replace any other campaign application, eliminating data transfers.



## Spec Homes

Create a spec home - plan, unit, lot or options - in less than a minute, then lock in any or all selections to prevent errors. "Specs" appear in the customer selection screens as built.



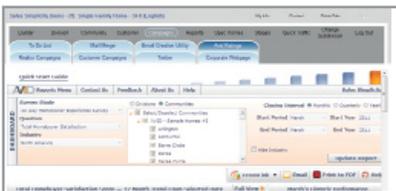
## Content Management

Sales Simplicity will automatically feed your website a current virtual topo every five minutes. Elevation images, lots, plans, units, pricing, garage orientation, virtual topos and more are all updated regularly, with a single point of entry, creating a rich and robust website and generating more leads.



## Virtual Topo

Lots, plans, and units can be viewable real-time on your website, including filters to preview any combination of home and configuration selections. All designed to drive traffic to sales.



## Software Bundling

Sales Simplicity allows "bundling" of other mission-critical applications within the Sales Simplicity iframe. By clicking on the user-defined tab, passwords are recognized and the new application opens up within Sales Simplicity. It works with Facebook, Twitter, Avid Ratings and your website, or any other cooperating application that is mission-critical.



## Commissions

Since all of your lot, plan, unit and option selections are executed in Sales Simplicity, our user-defined "commissions" module automates commission totals for both agents and realtors. This robust, real-time module allows Administrators to set rules globally, or community by community, or for each agent or realtor.



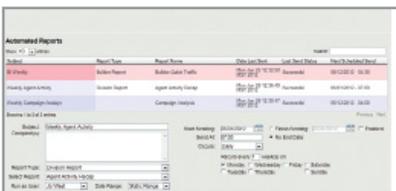
## Crystal Reports

Sales Simplicity comes with 100 of the most popular Crystal Reports built for hundreds of clients throughout the U.S. and Canada. Quick turnaround on custom reports is available; a few clients create and deploy their own Crystal reports.



## ODBC Reporting

A number of Sales Simplicity clients log into the application and write their own reports. You can ODBC in and create any kind of report you want – utilizing Crystal Reports, SQL Reporting Services, Access or even Excel – from your Sales Simplicity database.



## Automated Reporting

Wouldn't it be nice to have sales and traffic information automatically emailed to your key management group? Sales Simplicity can be configured for daily or weekly delivery of any date-driven report to multiple people. You can also auto-email your sales agents when a known prospect logs back into your website.



## Dashboards

Key Performance Indicators read the SQL database to provide live and real time management KPI's. Good decisions are based on accurate, real time data, and these popular dashboards deliver answers on-demand. New dashboards are added on a consistent basis.



## Full Language

All 1,600 fields in are user-defined. The application can be delivered in any language at a specific community, such as French in Quebec or Spanish in El Paso. Since the business nomenclature is community specific, the nomenclature for single-family communities can be different than multi-family communities. Community reports, which are Full Language Individualized, are automatically generated with the correct nomenclature.



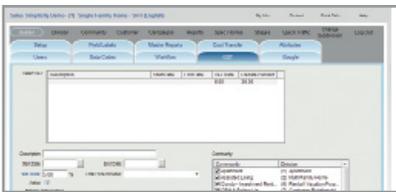
## Rent vs. Buy Analysis

For first time U.S. buyers, rent vs. buy is a powerful incentive to make the first home purchase. In just a few seconds a sales counselor can demonstrate rent vs. buy advantages with tax incentives, and generate a handout showing savings. Email or print at will.



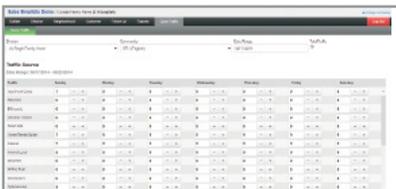
## Web Enabled Smartphones

Offers and counter-offers, margins and mark-up, and selections and customer information are all immediately accessible via web-enabled smartphones. Manage sales anywhere, anytime, with automatic notifications based on significant events.



## Value-added Taxes

In Canada, GST, HST, QST and all rebates are already configured in Sales Simplicity, and will auto-populate contracts and reports. Since they're user-defined they can be updated in seconds.



## Quick Traffic

Capture and report on unregistered leads. User-defined demographics will feed your reports, automated reports, and dashboards, community by community or system-wide.



## Customer Portal

Sales Simplicity Customer Portal is user defined from top to bottom. Colors, logos, graphics and more. New buyers can login from your website to view selected options, available options tied to cut-off stages, photos and documents, neighborhood information, local weather and much more. A customer portal is an ideal marketing tool for customer for life concept.