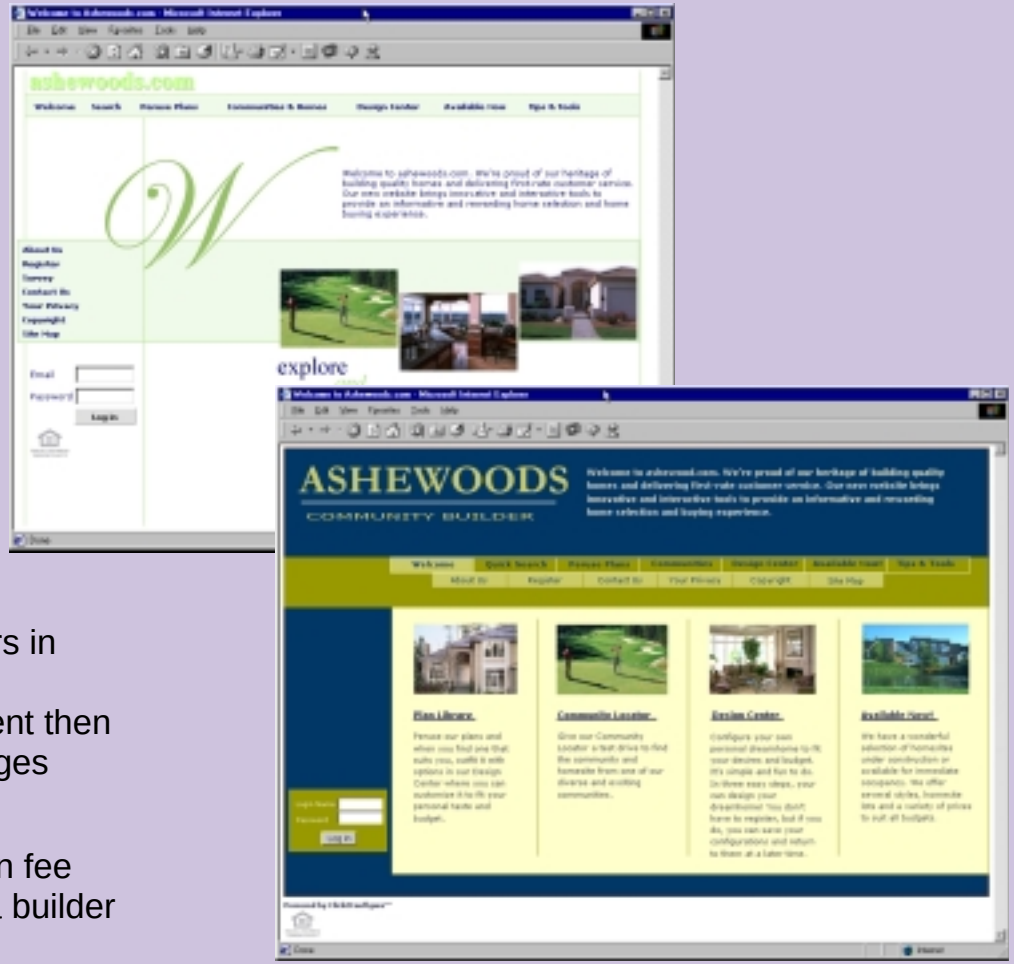
Have It Your Way

Web site templates need not be the equivalent of fast food.

Who says templated Web sites have to look the same? West Bloomfield, Mich., Click2Community — which offers builders Internet-based customer relationship management — has jazzed up its offering with a new Web Site Generator, which lets builders put their company logo on any one of five site styles in any color scheme. The company hopes the offering will be a hit among builders who want an interactive sales and marketing site but don't have a big budget for designing and maintaining it.

The Generator is part of the company's eCRM product suite, which also includes a home configurator that lets buyers choose options for their home and links to a database created for production home builders who build in multiple marketplaces. President Dave Goettlicher says the product was also created with production home builders in mind and that the site is designed for self administration. "We will load system with content then give them a toolkit they can use to make changes themselves."

Pricing includes a one-time implementation fee and a per-unit fee. Goettlicher estimates that a builder closing 200 homes per year in two or three communities would pay about $250 per home for the first year and $200 in subsequent years.