



Power Tools for Home Selling

click2builder™

High Impact Web Site Generation for Home Builders

Click2Builder is a high impact web site generator developed specifically for the building industry.

Extremely fast and powerful, Click2Builder can put you online and attracting new customers in a matter of days.

With Click2Builder, you can have a reliable, "high touch" web site without the expensive technical resources needed to implement or operate complex hardware and software systems.

THE CHALLENGE

Marketing and selling new homes is both complex and challenging as the market becomes more and more competitive. As a result of increased competition and easy access to information, homebuyers have virtually unlimited choices and are demanding one-to-one attention.

With customers using the web to research home buying decisions, how do you reach them in a way that attracts and holds their interest? How do you develop an Internet presence that has the power and flexibility to attractively present your communities, plans, homesites and options for 'high touch' impact, cross-sell potential, real-time information and self-service home customization?

THE SOLUTION

Click2Builder enables homebuilders to quickly and easily develop effective web sites that impress customers from the very first mouse click.



With Click2Builder, you can take full advantage of the latest Internet technology to build and enhance profitable customer relationships and accelerate sales.

Using Click2Builder, you can have your site online and attracting new customers very quickly. Click2Builder is designed with production homebuilding and operational flexibility in mind. You have the ability to drive the look, feel and flow of the site to match your image and the way you do business. Last, but not least, you don't need to have technical resources on your staff to implement or operate the complex hardware and software required to provide a reliable, high performance, Internet-ready environment.

Click2Community™

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BENEFITS

- *Broadens market reach and attracts new leads.*
- *Increases customer excitement, satisfaction, referrals and repeat sales.*
- *Accelerates sales.*
- *Keeps you from being 'eliminated' online.*
- *Reduces dependency on costly model homes and design centers.*
- *Extends array of upgrade choices and increases revenue per customer.*
- *Provides powerful orientation and training foundation.*

CONTACT US

email: info@click2community.com
phone: (248) 538-3675
fax: (248) 538-3678
URL: www.click2community.com



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HOW IT WORKS

Professionally Designed Templates - A variety of style and color themes to complement your brand strategy or existing site.

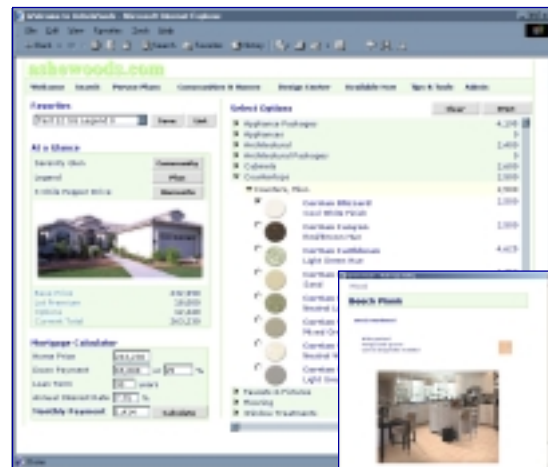
Flexible Navigation - Dynamic menu and sub-menu generation provides navigation suited to the site features and functions desired.

Content Library - Templated content speeds up copy creation and stock images provide colorful graphics.

Administrative Tools - Comprehensive views and reports to track prospects and maintain site and product information.

Comprehensive Site Modules - Include the following Channels:

- **Home Page** - Professionally designed for maximum impact, the Home Page can be further customized with Flash and other graphical elements.
- **About Us** - Presents information about your company, privacy policy, site terms, forms for 'Contact Us' requests, 'Registration' and 'Visitor Surveys'. These are supported by automatic email response for password reminders and contact notification, as well as security authentication for login of registered users.
- **Search** - Provides parametric search for home plans; this is useful for builders with more than one community.
- **Peruse Plans** - One of several forums to present plan information, 'Peruse Plans' is a valuable function for cross-selling amongst your communities. A comprehensive list of all plans in all communities is displayed in an easy to navigate table.
- **Communities & Homes** - Presents all your product information in an 'assisted' fashion. Customers can select from a list of communities and drill-down to focus on the homesites and plans available in that community.



- **Available Now!** - While Inventory homes are identified in other channels, 'Available Now!' provides an aggregated list of homes available for sale across all your communities.

- **Tips & Tools** - A fully customizable channel to further enhance your relationship with the customer by providing helpful information about the home buying process.

Quick Start Implementation Program - Our implementation processes and tools facilitate rapid deployment and ongoing change management.

Application Hosting - Click2Builder is provided through a hosted Application Service Provider (ASP) model. The configured Website can be your primary Internet presence or sub-set of your existing one.

Custom Design & Consulting Services - Our highly trained staff of builder-savvy technology professionals can provide custom design, development and consulting services.