



click2configure™

Power Tools for Home Selling

Interactive Selling Solution for Home Builders

Click2Configure is an interactive selling solution developed specifically for the building industry.

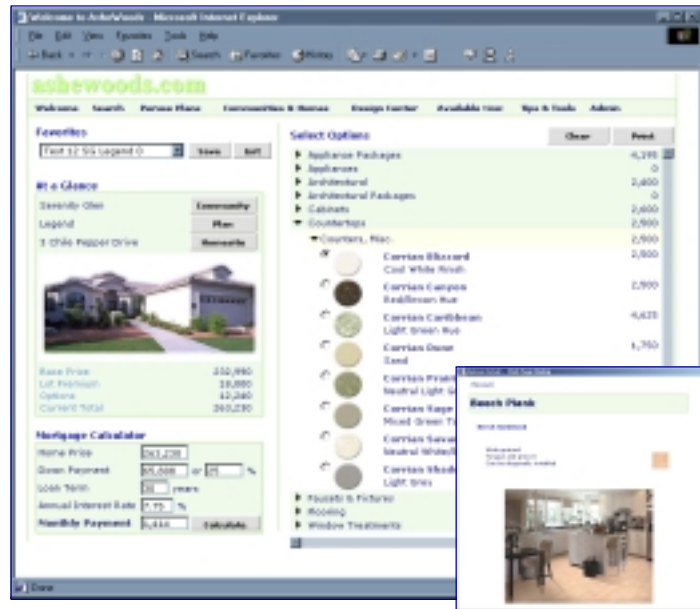
Click2Configure provides a customizable home configurator for "high touch" customer interaction.

Scalable and secure, Click2Configure provides a robust E-business environment that accommodates rapid growth, and increased customer demand.

THE CHALLENGE

As a homebuilder, you build and sell a complex product directly to the consumer. On the web, customers want to interact with your site and learn as much as possible about what you offer. They want to explore different house and option configurations in a personalized fashion.

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 and self-service?



THE SOLUTION

With Click2Configure your product information is presented to consistently take advantage of cross-selling and up-selling opportunities, while reducing the overall costs associated with selling.



Click2Configure enables you to present product information at the depth and detail suited to your business strategy. It provides a virtual Design Center presenting your communities, home sites, plans and options for easy selection. The information is presented in an attractive and easy-to-use format and allows potential buyers to begin selling themselves on your products and upgrades immediately from the convenience of their own home. The prospect's selections are available to your sales and marketing teams to develop sales strategies and to refine your product strategy, translating into greater revenues and profits.

By allowing your prospective buyer to 'customize' their production home and test-drive valid combinations, Click2Configure creates a compelling, interactive buying experience that expertly guides customers through the sale. They can immediately see all of the option possibilities and the impact of each choice on their mortgage.

Using this powerful tool, customers who have pre-shopped and informed themselves at the web site are more likely to convert more quickly from 'unqualified lead' to 'buyer'. Additionally, informed and faster decisions reduces the cost of the post-sale selection process. With Click2Configure you don't have to compromise to get powerful interactive sales and marketing solutions that fit your budget and grow with your business.

Click2Community™

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BENEFITS

- Accelerates sales.
- Keeps you from being 'eliminated' online.
- Develops informed, qualified leads.
- Pre-sells customers on options and upgrades.
- Reduces dependency on costly model homes and design centers.
- Fine-tune product mix and develop marketing campaigns.
- Extends array of upgrade choices and increases revenue per customer.
- Provides powerful orientation and training foundation.
- Increases customer excitement, satisfaction, referrals and repeat sales.

HOW IT WORKS

Design Center – Zero to configured Dreamhome in three easy steps! Click2Configure is a virtual Design Center that provides interactive customer-driven selection of homesites, plans and options.

- Presentation of options can be organized by category or 'packages' and the level of pricing exposure can be set to provide different levels of access to customers depending on their registration status.
- Customizable for either multi-community builders or single-community builders, the customer can select from a list of communities or only one community.
- Elements of the design page are dynamically generated based on your specific arrangement.
- Customers are encouraged to register in order to save their favorite configurations.
- A real-time mortgage calculator shows the impact of option selection on the total price and monthly payment.
- A personalized, printer-friendly summary of selections can be viewed or printed.
- Customer account maintenance, profiles and management reports.

CONTACT US

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The screenshot displays the 'My Dreamhome' website interface. At the top, there's a header with the title 'My Dreamhome' and a sub-header stating 'This dreamhome has been appointed with many high quality features and has been personalized with custom options for sale below.' Below this, there's a section for 'Your selected home site for the following features:' listing 'Large home site', 'Beautiful golf community', 'Walking distance to business district', and 'Please call or visit our Sales Center where you can further customize your home selections with our sales and design center professionals.' A central image shows a modern house. To the right, a 'SELECTED OPTIONS' table lists various upgrades and their costs:

Option	Price
Master C	\$3,500
Bedroom Upgrade	1,800
Porches	2,800
Falls	340
Granite Island	5,000
Master Island	1,300
Multi Island	1,300
Multi Island - 100 Square Feet	1,300
Multi Island - 150 Square Feet	1,300
Chimney - Deluxe	475
Island - Marble Top	2,800
Island - Granite Top	1,300
Island - Built In	175
Range Hood - Deluxe	500
Range Hood - Standard	300
Crown - Super Granite	100
Maple - Front Loading	150
Hardwood Floor	1,200
Marble - Island & Crown	3,000
Landings	1,200
Wine Rack	1,275
Appliance Garage	45
Base Floor - Full-rod Decking	35
Built-in Food Processor	265
Stainless Steel	175
Range Hood - Marble	15
Message Center	150
Master Storage Room Cabinet	265
Stainless Vegetable Sink	150
Spice Rack	35
Stainless Island	55

Below the table, there's a 'HIGHLIGHTS' section with a table:

Feature	Count
Size	2,250
Rooms	3
Bathrooms	4
Full Bath	150
Half Bath	2
Clones	3

At the bottom, there's a floor plan image and a note: 'The island is one of our most popular models. The floor plan distributed separately shows right through the great room to the great outdoors. Simply breathtaking.' The website URL 'info@wv.com' is visible at the bottom left.

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

Application Hosting – Clic2Configure 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.



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