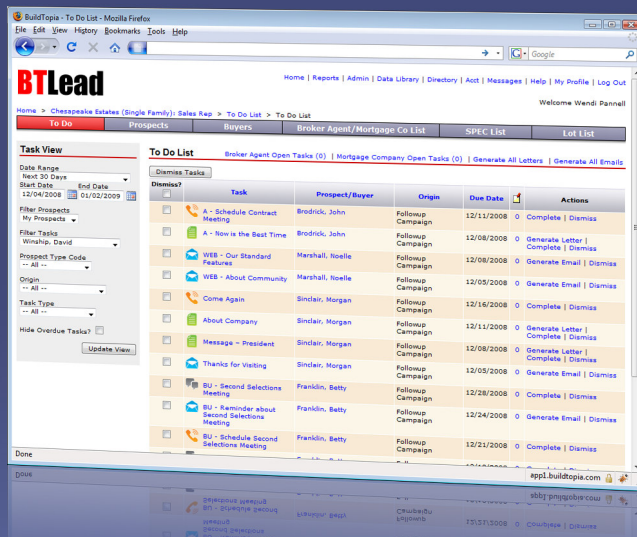


Introducing BTLead Easy and powerful lead management for the residential construction industry.



BTLead Contact Manager

BTLead is an easy to use lead and prospect management system your sales people will actually use to more effectively move leads to prospects and prospects to homebuyers, providing you with higher conversion rates, more onsite appointments and more closings, with lower costs.

Imagine your success if you had this tool!

- Centrally managed lead and prospect management
- Full visibility and accountability
- Know what is done, what works, what doesn't
- Detailed lead traffic and demographics reporting
- Automated follow up campaigns & task assignment
- **Third party lead/listing services straight into BTLead**
- Capture leads directly from your website into BTLead
- Manage HTML emails, campaigns and documents
- Customizable survey cards & great data mining
- Personalized follow up emails right from the system
- Flexible pricing (person, project or company)
- Tech support included

Business Benefits

- Connect sales team directly to buyers, over the web
- Work anytime, from anywhere
- Lower overhead costs & quick, qualified ROI
- Seamless real time lead imports, real time responses
- Higher lead conversions, appointments & close rates
- Continuity of message

- Consistency in follow up = proven results
- No hidden fees, no long term contracts
- Satisfaction guaranteed
- Easy upgrade to BTSales or BTBuilder as needed

Lead and Prospect Management – Top 5

The core value propositions of BT Lead are:

- Ease of Use
- Lead Generation
- Cost Effectiveness
- Tailored to the Industry
- Scalability

Manage Better with POWER Demographics

Manage better with demographics using BuildTopia's powerful demographics reporting tools to monitor the age, marital status, and income level of leads visiting your Web site, and much more, whether they buy or not. POWER = Knowing where your money is going, what you are getting for it, and how to duplicate what works!

Pricing:

Whether you are a single sales consultant, a Regional VP of Sales, or managing an entire national team, BTLead offers the pricing structure you need.

- Unlimited users, contacts and leads
- \$1 per day for most builders

BTLead Contact Manager

BTLead = Results

BTLead is a comprehensive web-based lead and prospect management tool with automated follow-up, marketing campaigns, prospect database maintenance, web site integration, reporting and much more. It is the tool to empower your sales department to effectively exceed their goals, and get results!

Ease of Use

- Web Based
- Automated capture of leads from website and third party lead sources
- Online video tutorials to get started using the system
- Comprehensive help system
- Automated routing of leads to the right sales representative

Lead Generation

- Integrate with third party listing companies (and get special promotions)
- Upload prospect base and execute campaigns
- Upload customer base and execute campaigns
- Upload realtor database and execute campaigns

Cost Effectiveness

- From \$365 per year (\$1/day) it's very affordable even in this market.

Tailored to the Industry

- Template letters to leads, prospects, realtors and homebuyers.
- Pre-defined follow up campaigns for all contact types whether they are buying a home in the immediately, near term, or long term.

Scalability

- Upgrade to a sales & contract mgmt system (BT Sales)
- Upgrade to a comprehensive construction management system (BT Builder)

Other Features:

- Full visibility and accountability
- Know what is done, what works, what doesn't
- Detailed lead traffic and demographics reporting
- Automated follow up campaigns & task assignment
- Third party lead/listing services straight in to BTLead
- Automated lead routing - Your website in to BTLead
- Document management for HTML emails and more
- Customizable survey cards & comprehensive data mining
- Personalized follow up emails right from the system
- Easy flexible pricing, based on volume, scalable and with unlimited users
- Tech support included, live for 30 days, via email ongoing, with no additional expense
- Contract agreements with easy cancellation process
- 100% satisfaction guaranteed

BUILDTOPIA BENEFITS (ROI)

- It's easy to get started with no long term implementation cycle – start using it immediately.
- Its ease of use ensures it gets utilized by people who actually do the follow up.
- More leads yield more sales.
- Higher lead conversion, appointment & close rates
- Higher conversion rates yield more sales and lower marketing costs.
- Connect sales team directly to buyers, over the web
- Easy extension of product to full builder sales system (contract & option selection, inventory management) without large re-training requirement.
- Work anytime, from anywhere

Get Started with BTLead

Start your action plan! Take the road to more sales!

Call or email for more information.

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