MiTek
SAPPHIRE™ *Build*

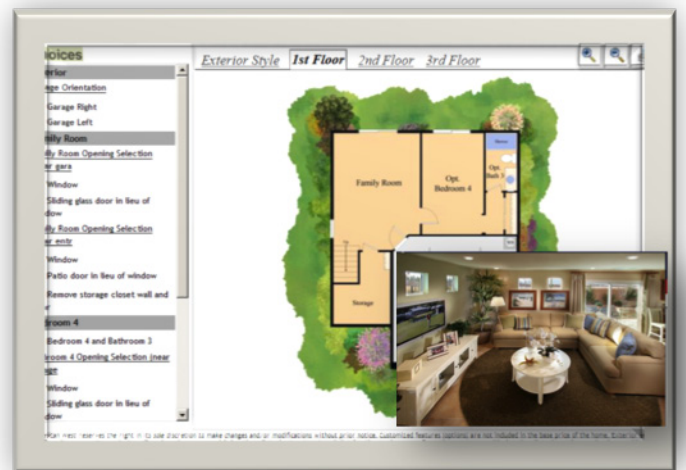**SALES & MARKETING**   Marketing

SAPPHIRE *Build* turns people searching for homes into your prospects by having them self-demonstrate your community, configure their own home, self-select interior configurations and exterior finishes, and even print out their own home brochure.

Integrate SAPPHIRE *Build* with your existing website transforming it into an interactive online sales office. Web users can locate your communities through interactive Google Maps and search for specific plans based on search criteria you define.

Engage web users with dynamic interactive floor plans and options. Provide photographs of interiors and use SAPPHIRE *Build's* configurator to show virtual images of a base home with options as selected by your web users. Then generate a custom brochure showing the specific floor plan, elevation and structural option selected.

Convert web users into prospects by capturing key prospect profile information in a searchable database and then managing prospect communication with user defined follow up process. Prospect lead management is fully integrated with your sales office with SAPPHIRE *Build*. Track web traffic and lead conversion statistics to improve conversion rates.

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A Berkshire Hathaway Company

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SAPPHIRE *Build* Features:

- Interactive Web Features Integrate with Your Existing Website
- Multiple Level Maps can Include National, State, City, Community, Subdivision
- Dynamic Floor Plans and Options
- Graphical Option Configurator
- Customized Web Brochure for Each Web Lead
- Real Time Market Home Inventory Updates
- Capture Lead Information in a Searchable Database
- Automated Follow-Up for Web Leads
- Lead Management Integration with SAPPHIRE Build
- Track Web Traffic and Lead Statistics