

HomeSphere Introduces BRI 2.0

Substantially enhanced application generates opportunities, streamlines sales process

(Denver–August 30, 2011) Colorado-based HomeSphere recently released a major upgrade to its rebate management and demand generation platform, BRI. The upgrade will further advance the benefits of BRI's lead generation and sales automation tools for HomeSphere's current customer base as well as new prospects.

The platform, accessed through a newly-designed website, streamlines HomeSphere's multiple software solutions and adds new functionality designed to boost sales and lower costs for its customers: homebuilders and building product manufacturers.

"Since our inception in 1999, we have acquired and created business improvement software solutions for the residential construction industry," said Glenn Renner, HomeSphere's president. "During these difficult times in the residential construction industry, we are proud to offer seamless access to tools that help builders and building product manufacturers improve their bottom line."

Some of the BRI 2.0 upgrades include:

- **Enhanced look and usability:** for ease in navigation and access to reporting.
- **Simple, online enrollment:** eliminating the need for excess paperwork and the potential for errors in data entry.
- **Addition of LeadPlus:** a powerful lead generation and sales management tool for building product manufacturers.

The most significant feature release to the BRI 2.0 application, LeadPlus, gives building product manufacturers unlimited access to more than 5,000 homebuilder contacts to generate and manage new sales opportunities. Integrated with powerful lead management tools, customers can rely on accurate, updated information with the ability to control their sales process in real-time. The system, initially launched in early 2011, has already created \$50 million in annualized sales opportunities for its customers. HomeSphere expects to release additional upgrades later this year.

With the latest release, HomeSphere's manufacturer customers can open sales channels with thousands of homebuilders and remodeling contractors, gaining inroads to new accounts and building recognition for their products and services. Builders, on the other hand, gain product knowledge, access to homeowners and the ability to manage their cash-producing rebates, helping them to improve their bottom line.

About HomeSphere

Colorado-based HomeSphere, Inc. connects the residential construction community to enhance the way they do business through technology-driven solutions. For more than a decade, HomeSphere has delivered innovative solutions to create a truly unique company tailored for the pace and complexity of the homebuilding and remodeling industry. With the loyalty of building product manufacturers, distributors, contractors, builders and homeowners, HomeSphere is the only company of its kind to offer user-friendly, intuitive and streamlined solutions to empower market collaboration. For more information, visit www.homesphere.com or call 1-800-274-2632.