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Maximize Rebate Potential

July 22, 2010

Most residential homebuilders do not have the manpower required to scour the supply chain looking for the best offers, cash incentives, and rebates available at any given time. The cost would most likely outweigh the benefits.

Even after finding deals they must often be tracked; otherwise an occasional rebate can easily slip through the cracks. Like many other aspects of the industry, however, technology providers have developed systems that automate rebate-related processes and maximize profits for adopters.

Rebate-management technology can save time and money by providing a way to manage manufacturers' rebate programs efficiently and effectively. Companies such as HomeSphere, www.homesphere.com, Lakewood, Colo., have rebate-management solutions specifically for residential homebuilders.



Construction Specific

The company's industry-specific solution, BRI, not only

removes the burden of tracking incentives from the homebuilder, it simplifies collection by acting as a single point of contact and converting all rebates into a single check.

The BRI rebate-management program offers additional benefits by leveraging HomeSphere's market intelligence and industry relationships to open up exclusive cash-incentive opportunities to its builder partners. Two manufacturers—Glidden Professional Paints, www.glidden.com, Strongsville, Ohio, and Eemax, www.eemax.com, Oxford, Conn.—have recently joined HomeSphere's network and are now working with the company to reach new customers and extend their brand.

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"BRI is a powerful marketing tool," says Chris Toth, vice

president of sales, HomeSphere. "Particularly during trying times for the residential building industry, our customers and clients build sales and marketing channels that position their brand solidly for the future."

In return, builders that partner with the company will gain access to cost savings on Glidden paints, Eemax's line of electric tankless water heaters, and more than 75 other manufacturers' product lines currently participating in the program.

Through volume purchasing, programs such as this offer residential builders deals they could not obtain independently. By maximizing rebate potential, streamlining the tracking/collection processes, and forecasting future rebates for its customers, rebate-management solutions aim to give homebuilders and remodelers a competitive advantage in a tough marketplace.

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