



GAIN A COMPETITIVE ADVANTAGE AND
SELL MORE PRODUCTS

HomeSphere[®]



The Building Universe

HomeSphere BRI is a digital lead-generation and customer loyalty platform that connects you directly to local and regional builders and bigger profits. With rapid ROI, HomeSphere BRI powerfully extends your sales reach, brand exposure and value-added incentives to attract and strengthen business with the most lucrative and hard to reach builder customer base.



HOMESPHERE'S LOCAL AND REGIONAL BUILDERS CLOSE MORE HOMES THAN THE TOP 5 BUILDERS COMBINED.

BUILD NEW BUSINESS

Get unprecedented access to local, regional and national inside market knowledge, competitive usage and qualified leads to target and close new business.

- **Get in the door** with insider insight from your dedicated HomeSphere Regional Sales Manager to build a strong sales strategy and to ultimately build long-lasting, profitable relationships with our builders.
- **Use BRI to review builder brand preferences**, see who is receptive to change and review subcontractor preferences and loyalties.
- **Tap into BRI's qualified leads**, saving you time and making your sales efforts more productive.
- **Pinpoint and network** with non-competing BRI manufacturing partners to develop relationships and increase your overall sales.



THE POTENTIAL TO CONNECT WITH 10,000 LOCAL AND REGIONAL BUILDERS AROUND THE COUNTRY.

STRENGTHEN EXISTING BUSINESS

Maintain and grow valuable existing business by using HomeSphere BRI as an added incentive for builders.

- **Use BRI as a sales retention tool.** Builders who are already customers get an added advantage from bundling more products.
- **Keep your builders excited** about your product by automatically including BRI's rebate incentives without creating any additional work for them.
- **Develop stronger, more trusting partnerships** with builders by showing them a program that allows them to cut costs and increase their bottom line.



HOMESPHERE BRI BUILDERS REPRESENT OVER 13% OF THE TOTAL SINGLE FAMILY HOME STARTS IN THE U.S., CLOSING 70,000 NEW HOMES IN 2012.

GET STARTED

Contact us today to connect with our Business Development Executive who will run a complimentary market and opportunity analysis.

Use BRI to help you convert qualified leads specific to your brand. BRI works for you by identifying qualified leads and delivering targeted opportunities for your brand.

Schedule Sales Meetings.

Once you are on board with HomeSphere, your dedicated Regional Sales Manager will assist you in setting appointments with key decision makers and help prepare you for in-person sales meetings with builder specific information within the BRI website.



HOMESPHERE BRI TECHNOLOGY CREATED AND TRACKED OVER 600 PRODUCT CONVERSION OPPORTUNITIES WORTH OVER \$125 MILLION TO MANUFACTURERS LAST YEAR.

“Our relationship with HomeSphere is successful because of their attention to detail and strong customer focus.”

Tom Winters

PlyGem Director of National Builder Accounts

“Within the first nine months we are seeing an increase in conversion opportunities with impressive conversion wins.”

Johnny Cope

Electrolux VP of Contract Sales



(800) 274-2632

INFO@HOMESPHERE.COM
HOMESPHERE.COM

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