



2015

MEDIA KIT

HomeSphere®



The Building Universe

ABOUT HOMESPHERE

HomeSphere develops and manages the homebuilding industry's first and only B2B digital lead generation service, connecting more than 80 preferred building product manufacturer brands across 23 product categories with more than 17,000 local and regional homebuilders. Leveraging exclusive, actionable market intelligence and access to sought-after relationships, HomeSphere's solutions deliver measurable, ultra-targeted business opportunities with more profit potential.



WINNER: CONSTRUCTECH TOP PRODUCTS



WINNER: COLORADO COMPANIES TO WATCH

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HOMESPHERE SOLUTIONS



FOR BUILDERS

HomeSphere allows local and regional builders to cash in on exclusive rebate opportunities formerly available only to the largest national homebuilders.



FOR MANUFACTURERS

HomeSphere offers manufacturers' sales teams a fail-safe strategy for developing targeted leads among local and regional builders that are constructing 75 percent of today's new homes.



FOR DISTRIBUTORS

HomeSphere strengthens the connection between distributors and their builders. Reward your builders with the Builder Rebate Program.

HOMESPHERE'S MARKETPLACE

HomeSphere's Marketplace is an online portal with access to exclusive deals on building products and services not found in the BRI program alone, creating further opportunities to save.

This message contains graphics. If you do not see the graphics, [click here to view](#).

The screenshot shows the HomeSphere website with the following sections:

- HomeSphere** logo and "The Building Universe" tagline.
- Social media icons for Facebook, Twitter, LinkedIn, and RSS.
- THE BUILDING UNIVERSE MARKETPLACE** header.
- COOPER WIRING BY EATON** section:
 - Text: "Cooper Wiring Devices is part of the electrical business of Eaton. Eaton acquired Cooper Industries plc in late 2012. With the addition of Cooper Wiring Devices' broad portfolio of innovative electrical connectivity and control solutions, Eaton now offers commercial, industrial and residential construction markets the solutions needed to keep power accessible, reliable and safe."
 - [Learn More about Cooper Wiring by Eaton](#)
 - Image of a modern house exterior.
- RESIDENTIAL BUILDING PRODUCTS & TECHNOLOGY** section:
 - Text: "Legitimate green products can do wonders for a house that adheres to good design principles, proper siting and quality construction. They make buildings perform better, help homebuyers save money on energy and promote healthy indoor air. This month, our Green Issue helps you navigate the world of high-performance products."
 - [Read The Latest Issue](#)
 - Image of a green leaf graphic with the text "THE GREEN ISSUE".
- CONSTELLATION SOFTWARE** section:
 - Text: "BuildTopia is a fully integrated construction management system, bringing all tasks, processes and workflow together, without the need for multiple software packages. It offers a cloud-based and easy-to-use construction solution that keeps you connected to staff, trade partners and buyers throughout the entire sales and construction process."
 - [Learn More about BuildTopia: Management Software for Homebuilders](#)
 - Image of a software interface with the text "Software solutions for homebuilders: purchasing • job cost • vendor management • CRM systems".
 - [Click for information.](#)

HOMESPHERE PARTNERS

HomeSphere partners gain access to a community of more than 17,000 local and regional residential homebuilders. They also acquire in-depth local market knowledge about product usage throughout the U.S. and a fail-safe strategy for developing targeted leads.



\$199 MILLION

In sales opportunities were provided in 2014 to HomeSphere's preferred Building Product Manufacturers.



20+

Industry sectors are represented in HomeSphere's Building Universe, including Appliances, Coatings, Countertops, Doors, Electrical, Exterior Siding and Trim, Fireplace, Flooring, Generators, Hardware, Home Organization, HVAC, Insulation, Lighting, Manufactured Stone, Plumbing, Roofing, Structural Connectors, Structured Wiring, Water Products and Windows.



\$43 MILLION

In annual revenue from new customer product sales were realized by HomeSphere partners through the platform in 2014.



80+

Preferred building product manufacturer and distributor brands use HomeSphere's Building Universe.

"The Electrolux Contract Team is so energized by the synergies between our company and HomeSphere, and how we can create a strong value proposition for the builders that participate in the program."

Electrolux
 Virginia Rainbow
 Contract Sales



HOMESPHERE BUILDERS

HomeSphere provides builders with immediate access to key contacts at some of the largest national building product brands. For HomeSphere builders, exclusive rebate opportunities are bundled together in a single check.



1,600

Homebuilders actively use the platform.



15%

of all single-family homes built in the United States annually are built by HomeSphere builders using HomeSphere BPM brands.



1,041

Opportunities from builders who expressed interest in switching to manufacturers using the HomeSphere BRI Rebate Program in 2013.



17,000+

Engaged residential homebuilders.



119,000+

New single family homes were built by HomeSphere users in 2013.

“HomeSphere is known for their strong connections within the industry. Our HomeSphere Regional Sales Manager was able to connect us with national leading brands to meet our time frame, as well as our budget.”

Chancel Builders
Fredis McKnight
Project Superintendent



HOMESPHERE LEADERSHIP



JAMES H. WALDROP CHIEF EXECUTIVE OFFICER & CHAIRMAN

Waldrop is a seasoned expert whose 20 year background in new home construction includes in-depth knowledge of residential construction financing and development, building products, and applied systems technologies. Formerly the executive vice president of Pulte Homes, Inc. (NYSE: PHM), Waldrop founded HomeSphere based on his insider knowledge of the homebuilding industry combined with an educational background and career experience in operations, finance and information systems.



GLENN M. RENNER PRESIDENT & CHIEF OPERATING OFFICER

Renner brings a wide range of sales, marketing and operational insights to HomeSphere, honed from a 20 year career within the residential construction supply chain, including as vice president of architectural marketing for global paint and coatings leader Sherwin-Williams Company (NYSE: SHW). Renner joined HomeSphere in 2004 and has since led HomeSphere's double-digit growth.



CHRIS TOTH VICE PRESIDENT OF SALES

Toth leads HomeSphere's national network of regional sales managers to increase revenue and market share. Toth joined HomeSphere from Sherwin-Williams Company (NYSE: SHW) and has spent 15 plus years in all aspects of building product management including store administration, financial and operational management and strategic sales planning.



DENA GLOVER VICE PRESIDENT & CONTROLLER

Glover's leadership has been integral to the company's strong market position and growth. A CPA with 20 years experience, Glover most recently served as controller for CQG, Inc., an international software and network provider of global financial market data. Her varied background also includes roles as senior operations accountant for health care company Coram Healthcare and portfolio accounting for INVESCO's large state pension fund accounts. Glover joined HomeSphere in 2007.