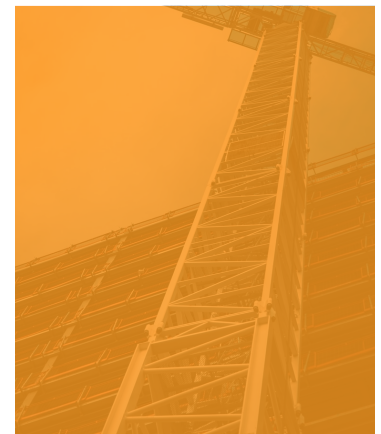
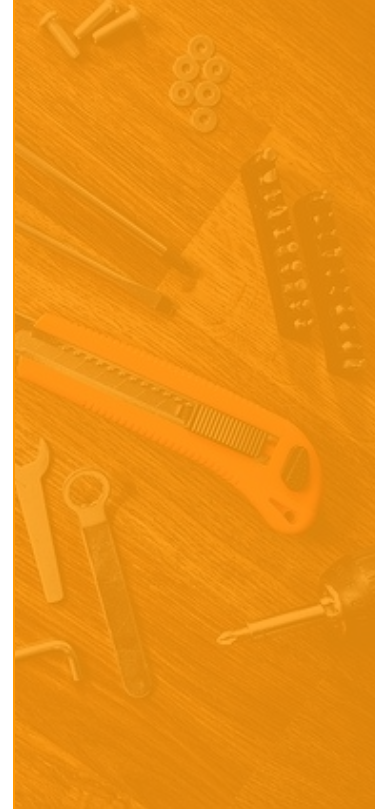




SIX WAYS TO OBTAIN VALUABLE DATA ON BUILDERS IN HOMESPHERE-IQ ENTERPRISE



Do you know how much builder data is available at your fingertips with HomeSphere-IQ® Enterprise?

From the moment you log in to your easy-to-use platform, you're in control.

Quickly access otherwise unattainable behavioral and geographic data about builders to gain insights and identify which builders are a best fit for your products.

Leverage actionable data to retain and grow your market share of builders with these six powerful features:

1. **Brand New Dashboard with Quick Links**
2. **Builder Discovery - Find More Builders to Use Your Product**
3. **Lifetime Value of a Builder on HomeSphere Using Your Products**
4. **Manufacturer Summary Report with Builder Companies Listed**
5. **Specific Builder Invoice Details**
6. **Expanded Builder Relationship Detail (Spreadsheet)**



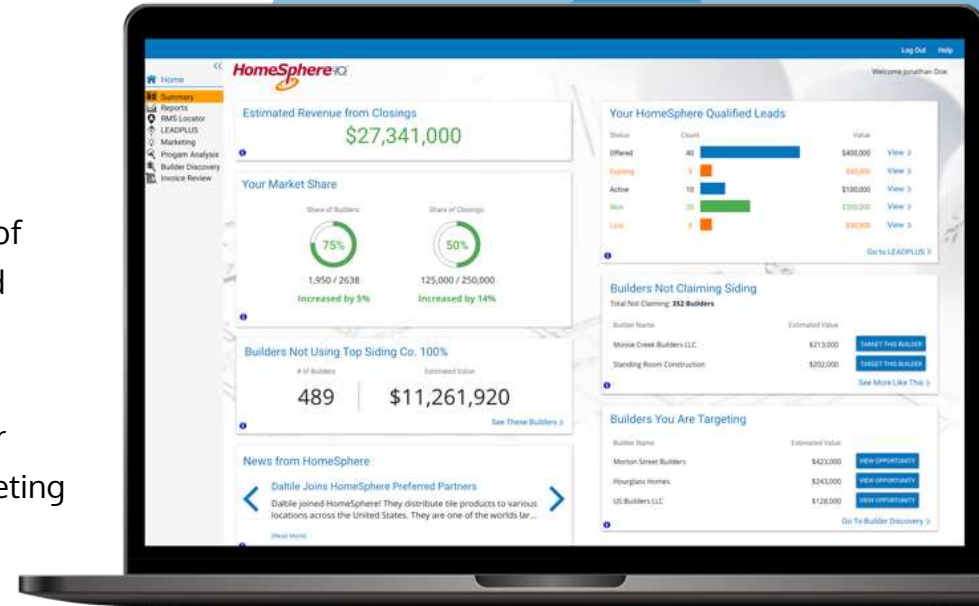
Brand New Dashboard (aka Summary)

Where to find it:

From the moment you log in to the platform you'll be in ultimate control with your new dashboard.

Why you want to see it:

- Immediately know the amount of revenue you generated from our builders in the last year
- Understand your current market share by viewing the percentage of builders claiming your product, your share of our total closings and how these numbers have changed month-over-month
- Glimpse easy insights to take action to grow your business
 - See builders who aren't brand loyal to you or aren't claiming your product category at all as well as the current builders you're targeting — with direct access to Builder Discovery
 - View your HomeSphere-generated leads by estimated revenue opportunity — with direct access to LEADPLUS



What you can do with this data:

Use your dashboard snapshot to become instantly aware of the most relevant data related to retaining your customers and projecting future growth. Catapult through the quick links located at the bottom of the tile to reach the exact area of Builder Discovery or LEADPLUS so you can immediately take action to expand your business.

Builder Discovery

Where to find it:

Last, but certainly not least, is a robust feature of HomeSphere-IQ Enterprise critical to growing your brand usage within our base of loyal builders. If you haven't already catapulted into Builder Discovery through the quick links on your dashboard, you can launch Builder Discovery by clicking on the left navigation menu.

Why you want to see it:

- View construction profiles and behavioral and demographic data on the builders
- Identify which builders are the best fit for your products and build a target list
- Create profitable opportunities and drive them through your sales funnel faster

What you can do with this data:

Take your new builder sales process to the next level by directly targeting your sales activity to builders most likely to buy your products, right in our platform. Create profitable opportunities and drive them through your sales funnel faster. Choose from the native capability for lead management within HomeSphere-IQ, or we also offer CRM Connect, an API offering to sync HomeSphere-IQ data to your own in-house CRM. Run marketing programs through your in-house teams or opt to outsource with HomeSphere's Marketing Services, which offers a variety of campaigns from email, digital, print and more.

HomeSphere Active Builders				
Drag a column header and drop it here to group by that column				
Builder Name	Home Type	Quantity per year	Estimated Sales Price	Opportunity Value
American Homes	Single-Family	20	\$150,000 - \$250,000	\$16,500
Mountain Homes	Multi-Family	100	\$401,000 - \$500,000	\$1,500,000
Lighthouse Builders	Single-Family	150	\$801,000 - \$1,000,000	\$166,500
Slater Street Homes	Multi-Family	100		
Omni-House Builders	Single-Family	150		

BUILDERPLUS Opportunity Information

Update Opportunity Status:
Opportunity Status
Targeted

Targeted
Contacted
Qualified
Engaged
Won

Lifetime Value of a Builder on HomeSphere Using Your Products

Where to find it:

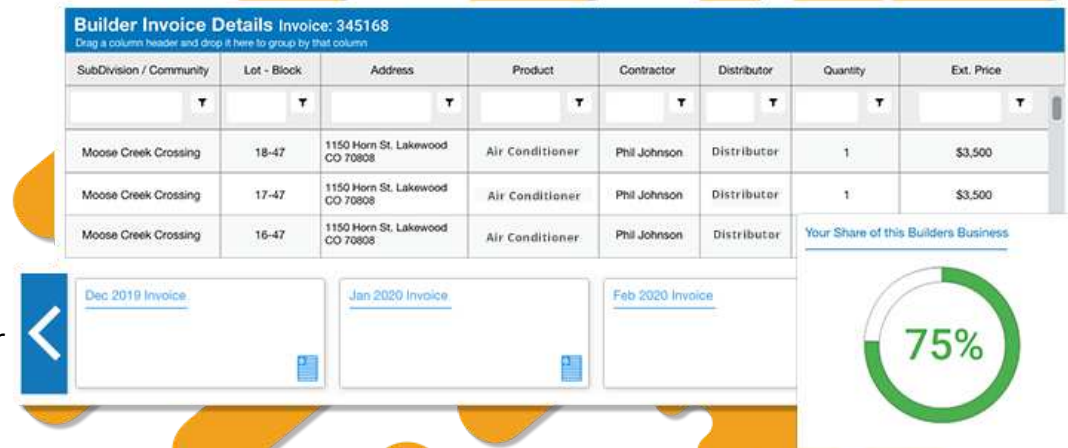
The Lifetime Value of a Builder interface can be found tucked within the Invoice Review feature located on the left navigation menu.

Why you want to see it:

- Uncover builder history and buying behavior with lifetime value of builder
- See previously obscured supply chain information and study buyer behavior including where the builder or trade purchased your product as well as home address where your product was installed
- Gain visibility into the number of years the builder has been using your product and your share of the builder's business

What you can do with this data:

Retain builders, by seeing in advance when their product usage numbers start to slip and take corrective action before it is too late and the builder switches brands. Gauge builder loyalty to your product and seize the opportunity to upsell and cross-sell the builder by using data driven insights into their buying behavior and supply chain. Find opportunities where builders are just starting to use your product and encourage them to increase their consumption of your brand while building.



Manufacturer Summary Report with Builder Companies Listed

Where to find it:

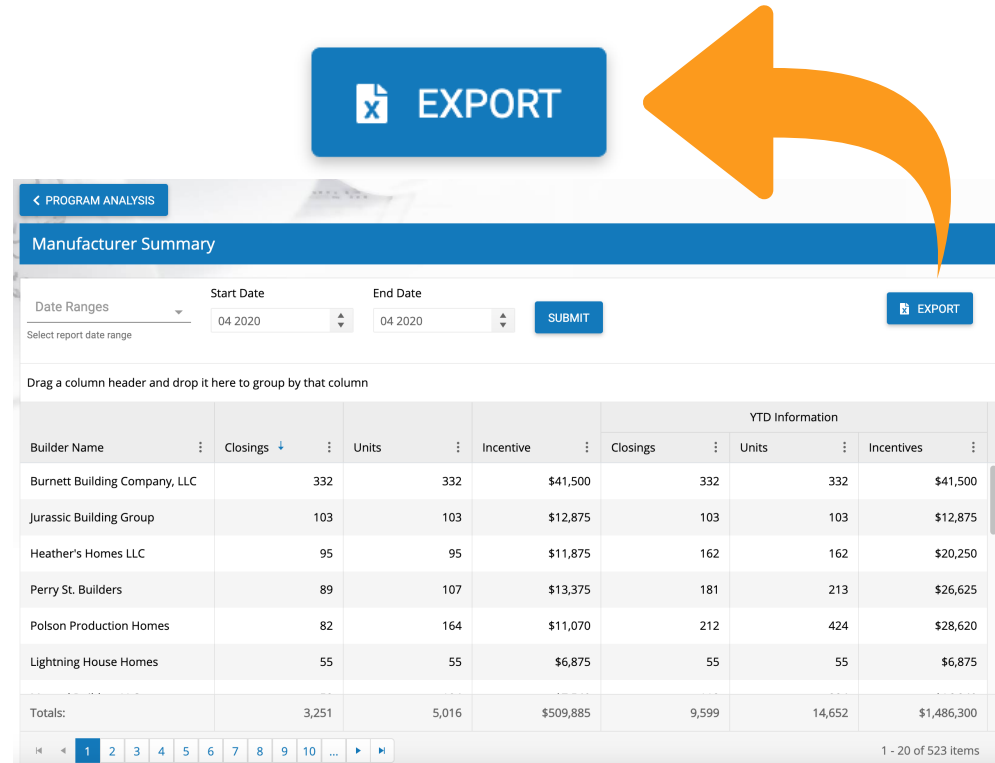
The Manufacturer Summary Report can be found within Program Analysis, available through the menu on the left. View the list of builders directly on your screen — with the ability to drag and drop column headers — or choose to export as a Microsoft Excel file (.xlsx). This section of the platform is only visible to Program Analysts and Administrators on your account.

Why you want to see it:

- View a breakdown of builder companies claiming your products by business name and rebate amounts awarded
- Locate and sort builders by quantity of closings or number of units directly in the platform
- Easily export the spreadsheet for your records and share with others on your immediate team

What you can do with this data:

Know your product usage status and predict if actions need to be taken to better align with your sales goals. Compare which builders are using more of your products than others. If a builder is only using your products some of the time, take actions to potentially increase how often they choose your brand. Distribute the downloaded spreadsheet to others on your team or upload the data into your company's management system.



The screenshot shows the 'Manufacturer Summary' report interface. At the top, there is a blue 'EXPORT' button with a document icon. Below it, the report title 'Manufacturer Summary' is displayed. The interface includes filters for 'Date Ranges', 'Start Date' (04 2020), and 'End Date' (04 2020), with a 'SUBMIT' button and another 'EXPORT' button. A table below the filters displays data for various builder companies, including columns for 'Builder Name', 'Closings', 'Units', 'Incentive', and 'YTD Information' (Closings, Units, Incentives). A large orange arrow points from the right side of the image towards the 'EXPORT' button.

Builder Name	Closings	Units	Incentive	YTD Information		
				Closings	Units	Incentives
Burnett Building Company, LLC	332	332	\$41,500	332	332	\$41,500
Jurassic Building Group	103	103	\$12,875	103	103	\$12,875
Heather's Homes LLC	95	95	\$11,875	162	162	\$20,250
Perry St. Builders	89	107	\$13,375	181	213	\$26,625
Polson Production Homes	82	164	\$11,070	212	424	\$28,620
Lightning House Homes	55	55	\$6,875	55	55	\$6,875
Totals:	3,251	5,016	\$509,885	9,599	14,652	\$1,486,300

Specific Builder Invoice Details

Where to find it:

Builder invoices are found within Invoice Review, available through the menu on the left. See current reviewable invoices, invoices under review and closed reviews for every builder who has claimed your product each month. To review individual invoices, click on a builder's name. View on your screen or export the invoice(s).

Why you want to see it:

- Pinpoint the subdivision, lot and block where your product was installed according to the builder claiming your rebate
- Discover which of your products the builder uses and also which of your products are preferred more than others in our rebate-eligible product catalog
- Observe the amount in rebates a builder is claiming per lot

What you can do with this data:

Get a great sense of how much a particular builder is using your product. Have the visibility into the supply chain beyond your shipment arriving at the distributor — know where your product is being used and by which builder. Track changes in the purchasing behavior of a builder and detect when the builder is using your product less so that you can take action to reverse that trend and retain the builder's loyalty.

January 2020 Statement and Invoices

February 2020 Statement and Invoices

March 2020 Statement and Invoices

April 2020 Statement and Invoices

Current Reviewable Invoices

EXPORT

Drag a column header and drop it here to group by that column

Invoice #	Builder N.	City	State	Zip	No. of Clo.	First Repo.	Last Repo.	Incentive	Builder L.
448381	Burnett Building Company, LLC	Columbia	MD	21044	653	01/26/2019	04/27/2020	\$2,612	

Community... Lot - Block Product Attribute 1

West Edge Farms	123456	ABC Ventilation System 123	Contractor: Smile Mechanical Contractors
West Edge Farms	123457	ABC Ventilation System 123	Contractor: Smile Mechanical Contractors

Expanded Builder Relationship Detail

Where to find it:

An extremely powerful spreadsheet containing the extensive builder detail associated with your manufacturer invoice is not currently available through your HomeSphere-IQ Enterprise login and is considered an add-on to the offering. You can request to receive this spreadsheet through your Partner Manager when you subscribe to HomeSphere-IQ Enterprise.

Why you want to see it:

- Become privy to the exact street address and state where your products are installed and gain insight into which products are popular – or not so popular – within any given region
- See the names of the distributor and contractors who touched the product before installation at the site
- Scan the date the rebate was submitted and the product usage quantity for each builder who submitted a rebate for your products in one convenient spot

What you can do with this data:

Trace the building supply chain from the moment product ships from your warehouse to the hands of the contractor or builder. Customize your marketing programs and sales incentives when unlocking this data, provided to you only through HomeSphere. Have faith in the builder's claims through the ability to perform spot checks for anomalies and decide whether you wish to raise a dispute or not.



Pop Quiz!

Let's review the six powerful ways you can leverage actionable data to grow your market share of builders through HomeSphere:

1. New Dashbaord
2. Builder Discovery
3. Lifetime Value of Builder
4. Manufacturer Summary Report
5. Builder Invoice Details
6. Export Detail Report

How many of these ways are you accessing builder data today?

How many would you like to be using?

Considering a subscription to HomeSphere-IQ Enterprise?

Retain and grow your share of mid-market builders in HomeSphere's network.

HomeSphere-IQ is a powerful platform to connect you to profitable builders.

Through our data insights, you can not only grow your market share, but also have the power to peer into the supply chain and keep builders loyal to your brand.

Let's Talk

Already on HomeSphere-IQ but haven't been using it?

Do you need help with you login or getting into HomeSphere-IQ Enterprise?

Or, perhaps you need a primer to get started, or simply a quick refresher on navigating HomeSphere-IQ Enterprise?

Let us know – we'll gladly assist you at a time convenient for your schedule.

We also have a few fast-track training courses on HomeSphere-IQ Enterprise. You can become certified in just a couple of hours.

Contact your dedicated HomeSphere Partner Manager and/or Support team today.

Contact Us