

HomeSphere-IQ® Enterprise takes the sales process to the next level.

Builder Discovery, a core feature of the platform, allows building product manufacturers to directly target sales activity to builders who are most likely to buy their products by creating profitable opportunities and driving them through the sales funnel.

At-a-glance, here are some of the most powerful features of Builder Discovery:

Lead Prospecting in Builder Discovery

Target your sales strategy to align with the builder profile.

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	\$401,000 - \$500,000	\$1,500,000
Omni-House Builders	Single-Family	150	\$801,000 - \$1,000,000	\$166,500

- View construction profiles and behavioral and demographic data on net-new builder opportunities.
- Identify which builders are the best fit for your products and build a target list.

Lead Management in Builder Discovery

Drive new opportunities to close with prospect builder opportunity information.

BUILDERPLUS Opportunity Information

- Targeted
- Contacted
- Qualified
- Engaged
- Won

Update Opportunity Status

Opportunity Status

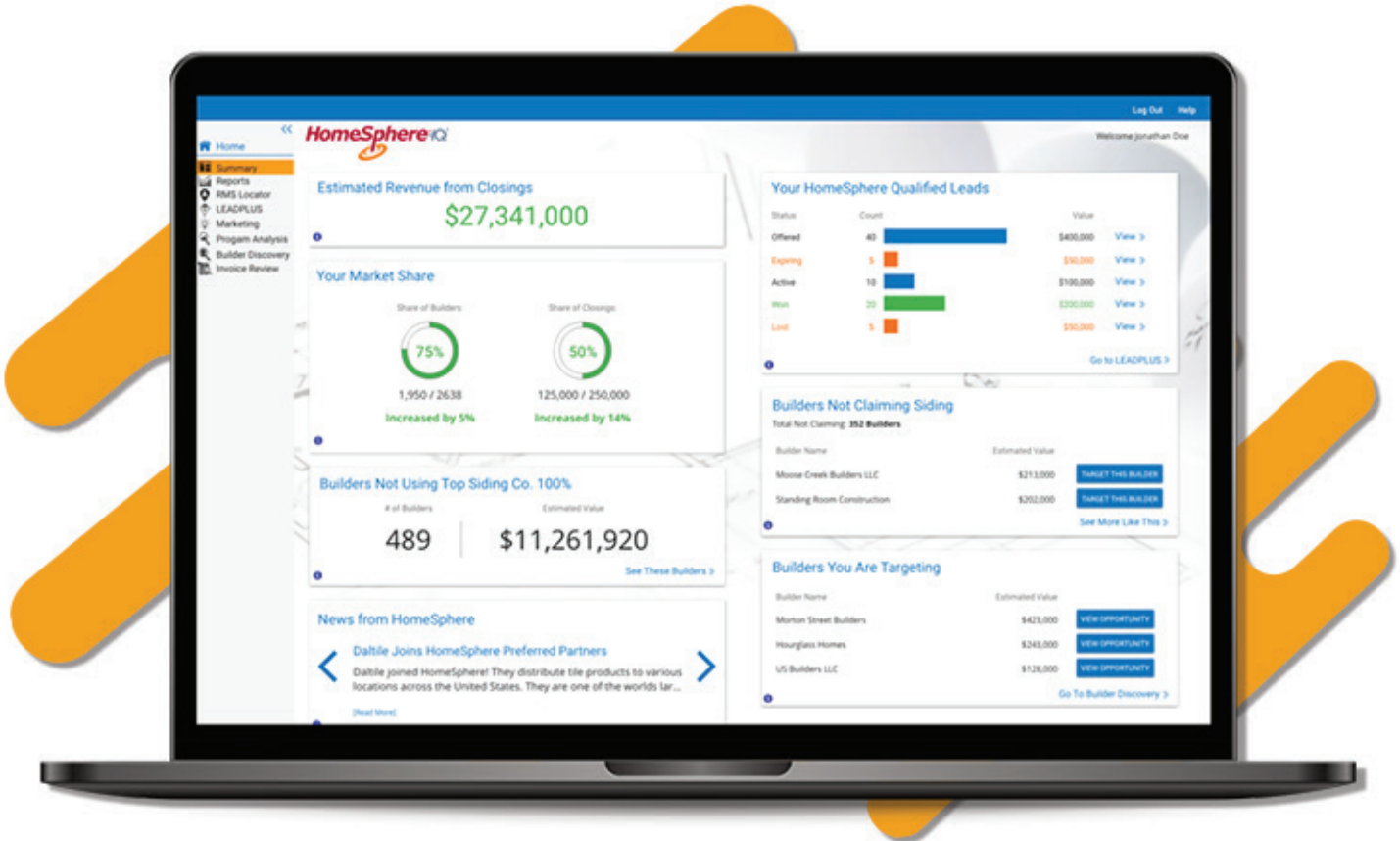
Targeted

- Quickly assign builders on your target list to the right team members.
- Track your opportunities through the funnel from initial target to win.

Continued on back

Easily access key Builder Discovery insights from the moment you log in.

The HomeSphere-IQ Enterprise dashboard provides quick links to the builders you're targeting in addition to the builders you could be targeting.



Check Builder Opportunities and Estimated Value

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

- See builders who aren't claiming your product category at all, and immediately target them using the quick links.
- Check up on the status of builders you're currently targeting and review opportunities using the quick links.

Find out more about HomeSphere-IQ Enterprise

SCHEDULE A DEMO