

HomeSphere-IQ® Enterprise puts insights at your fingertips to keep customers for life.

Program Analysis, a core feature of the platform, provides in-depth customer reporting so building product manufacturers can understand product usage and predict if actions need to be taken to better align with sales goals.

At-a-glance, here are some of the most powerful features of Program Analysis:

Customer Insights in Program Analysis

See all builders claiming your products in one spot.

Manufacturer Summary								
Date Ranges		Start Date	End Date					
Select report date range		05 2020	05 2020					
Drag a column header and drop it here to group by that column								
Builder Name	Closings	Units	Incentive	YTD Information				
				Closings	Units	Incentives		
Wartell Homes, LLC	12	12	\$60	12	12	\$60		
Smiles Country Homes Inc	2	2	\$12	4	4	\$24		
Fletcher Homes, LLC	1	1	\$6	3	3	\$18		
Burnett Construction Corp.	0	0	\$0	1	4	\$26		
Mallory Blue, LLC	0	0	\$0	26	78	\$780		
Schwarzer Custom Homes LLC	0	0	\$0	1	2	\$7		
Totals:	15	15	\$78	596	705	\$4,260		

- Locate and sort builders by quantity of closings or number of units.
- Easily export the spreadsheet for your records and share with team members.

Customer Retention in Program Analysis

Discover which builders aren't using your brand 100% of the time.

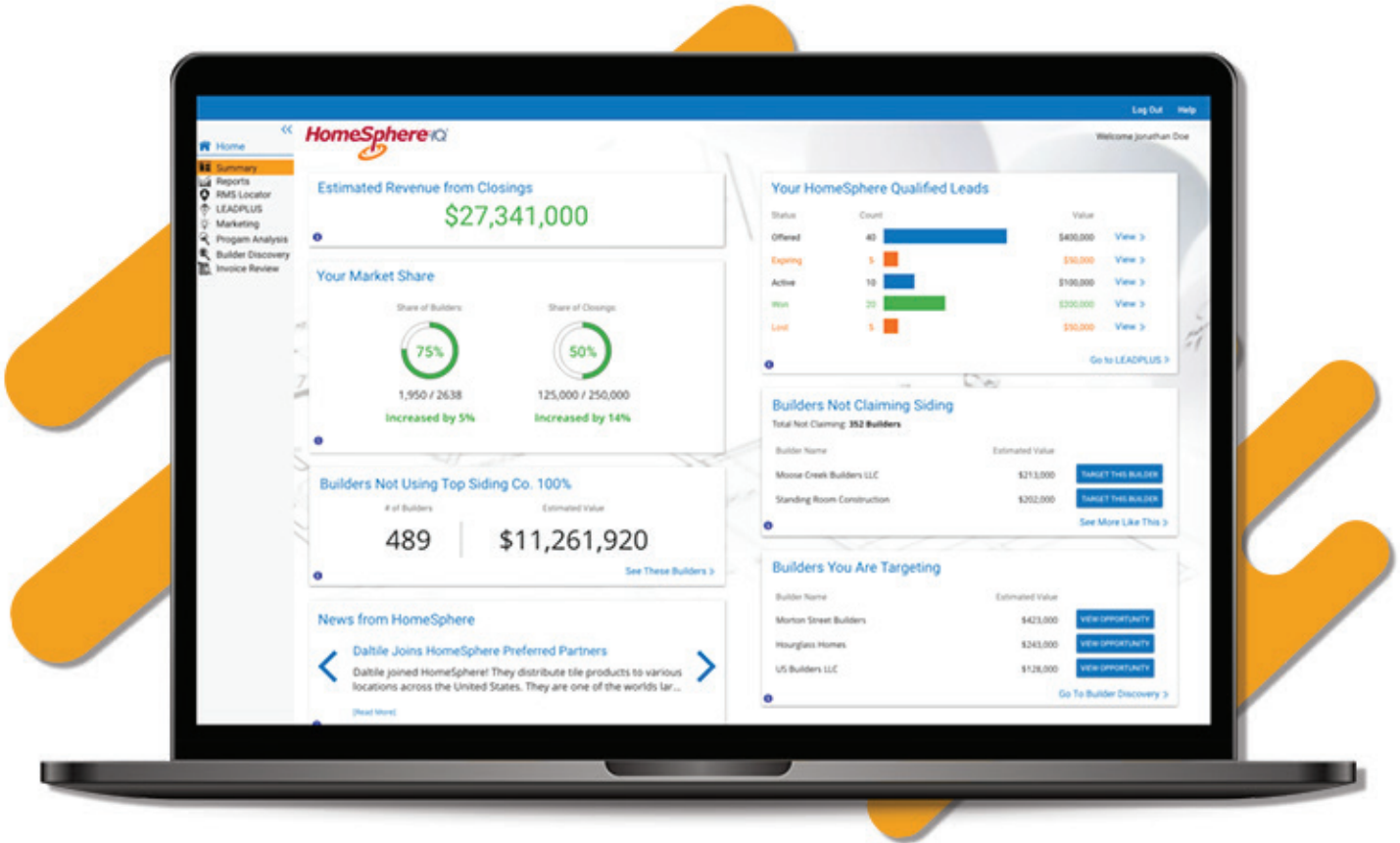
All Builders Using Our Products								
Date Ranges		Start Date	End Date					
Select report date range		04 2020	05 2020					
Drag a column header and drop it here to group by that column								
Builder Information								
Name	City	State	Zip	BPM Closin...	Total Closin...	BPM Usage...	Date First R...	HomeSphere R...
Polson Homebuilders, Ltd	Fort Worth	TX	76116	127	127	100	01/21/2020	Susan Gearhart
Stephens RealEstate Group, LLC	Columbus	OH	43219	73	73	100	08/26/2019	Melissa Wolf
Crawford WA, LLC	Bellevue	WA	98004	41	41	100	04/22/2020	Lynette Nelson
Parent Homes, Inc.	Fort Wayne	IN	46818	14	14	100	11/18/2019	Melissa Wolf
Olin Homes, LLC	New Richmond	WI	54017	12	12	100	05/14/2020	Melissa Wolf
Renner Building & Development	Hope Mills	NC	28348	7	7	100	09/17/2019	Nate Sallach

- Gain visibility into which builders are almost exclusively using your brand.
- Track builders whose product usage is decreasing and create an action plan.

Continued on back

Easily access key Program Analysis reports from the moment you log in.

The HomeSphere-IQ Enterprise dashboard provides quick links to the Builders Using You report as well as other relevant data related to retaining customers.



Market Share and Brand Usage

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

- See the number of builders who aren't brand loyal to you and their estimated value.
- Understand your current market share by viewing the percentage of builders claiming your product and your share of our total closings.

Find out more about HomeSphere-IQ Enterprise

SCHEDULE A DEMO