



# Sage Construction SiteStream

## Overview

SiteStream's software ensures that you maximise the profitability of each of your developments from the first land appraisal right through to production. The consolidation and forecasting facilities will provide your management team with real time profitability and performance feedback from your sites and company.

SiteStream also provide leading housebuilders in the UK with all the components necessary for an integrated sales and customer management strategy. Whether you require a simple web-based lead management system, a data driven website, or a complete end to end customer relationship management solution then SiteStream have the skills and expertise to fulfil your needs.

SiteStream offer ready made solutions designed to integrate with your existing systems including links to many leading accounting systems.

SiteStream software helps to ensure common procedure and practice across a growing or regionalised house building business via a standard reporting structure. Consolidation facilities and consistent comparisons of key

performance indicators will give you the highest levels of confidence in projecting the performance of every section of your business.

### Land and Forecasting

This system provides fast and easily assembled acquisition appraisals. Company standards such as calculation methods, cost bases and interest assumptions can be enforced to allow easy comparison of appraisals for different development opportunities. Comparing your chosen KPI's such as net margin, ROCE, NPV or IRR allow the allocation of funds and business resources more effectively across the organisation.

Once approved, all further changes and actual site performance are continuously monitored against the original budget, making it easier to identify and explain variances as they occur. Automatic consolidation of information from Build, Sales and external accounts, create a comprehensive cash flow, cost-to-complete and rolling cost value reporting with accurate forecasts of profit margins and cash requirements.

### Build

The Build module of SiteStream encompasses scheduling, valuation, and purchase ordering.

The system allows for creation of budgets from lump sums or from a standard resource database and house type schedules. Schedules can be priced to give accurate cost comparisons between house types, and also between similar house types in different geographical locations.

These house types can be allocated to plots for accurate site budgeting and the automatic raising of purchase orders. Valuations are produced using tick charts, and automatically compared with actual costs from most leading accounting systems.

A common cost code structure gives consistent comparison between sites while costs are fed back to the land system to provide up to date build appraisals with minimum effort.

### Contact us

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## Sales Solutions

These include lead management, showhouse sales systems, data driven web sites, sales progression, customer home pages and customer care. Our state of the art sales software will capture customer details in the showhouse and from the internet while publishing current price, availability, images and customer service information to your web site. So if you need to complete, or overhaul, your sales armoury then consider the SiteStream Sales solutions.

Prospective purchaser information is captured consistently together with your own customer profile details. The profiles ensure better targeting of marketing initiatives and more efficient matching of prospects requirements to your available developments.

Our systems provide efficient progression of the plot sale from reservations through to legal completion. Weekly and monthly reporting is completely automated, and the plot based event manager highlights overruns at an early stage and provides up to the minute revenue forecasts.

## SiteStream in the Showhome

The web based system is designed for operation in the show house and for real-time links to your web site. This ensures that all your sales staff and prospective customers have the same up to date information to give better management of expectations together with better lead follow-up, reduced duplication, error and administration costs. SiteStream customers using the system in the showhome have proved that they are gaining more sales at better margins in a shorter period than with previous manual procedures.

## Data Driven WebSite

Leading housebuilders have now realised the importance and efficiencies of internet generated leads. An up to date web site is pre-requisite to meeting

the expectations of purchasers, the majority of whom now use the internet to research their new home. Using SiteStream's latest technology housebuilders are now providing their homebuyers with real-time sales details together with high levels of service and customer recognition. A dynamic, data driven web site is the epitome of SiteStream's fundamental philosophy, that is; enter data once and reuse it wherever, whenever and in the appropriate form required.

## Customer Home Pages

Already used successfully in America, Customer Home pages can be a valuable enhancement to your sales strategy. Logging on via your website your homebuyers can be given secure access to privileged information on their chosen plot. Selected information from SiteStream can be automatically uploaded to include options selection, extras, build completion dates, sales position, next milestone and online home owner manuals. You could extend this to include on-line customer care and selling customers their next home or rewarding successful referrals. When used effectively it can become a regular point of contact with all your past and present purchasers. You could even rent out links to third party related services and turn your customer home pages into a revenue generating asset. The possibilities are almost endless with this new approach to customer communications while helping to ensure you keep customers for life.

## After Sales & Customer Care

SiteStream Care has been designed to assist in responding efficiently to customer problems and queries after the sale is complete. Problems are logged and tracked until resolution and a full plot and customer history can be maintained.

Plot and purchaser details gathered during the Sales progression are easily accessible, together with any customer options and incentives affecting the plot specification. Fast access to customer records in a live 'helpdesk' environment helps you manage and meet customer expectations and assists with the rectification of defects. Comprehensive reporting provides detailed information to help in identifying the cause and minimising the recurrence of problems.

The system improves your responsiveness to problems while highlighting any recurring costly faults and poorly performing suppliers or subcontractors.

SiteStream will give your staff the ability to provide high levels of customer recognition and the knowledge needed to enhance the customers buying experience, confidence and satisfaction.

Note: This information is subject to change without notice.

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