



Sage Construction SiteStream Sales

Visitor/prospect database, marketing analysis, targeted mailing, promotional initiatives, contact logs, sales progress, sales forecasts, sales administration, office and show house system..

SiteStream Sales is a comprehensive system for enquiry and lead tracking, marketing analysis, sales progression, sales reporting and forecasting.

SiteStream Sales has a user-friendly web browser interface and is simple and cost-effective to implement in the show house or marketing suite. Automated and comprehensive management reports are available to monitor day-to-day sales progress as well as recording performance against targets. The system can also be linked to your web site and external property portals to provide a totally integrated housebuilding marketing solution.

The Internet is now recognised as the prime research tool for prospective house purchasers and remains the fastest growing media.

The full potential of the Internet can be harnessed with SiteStream Sales to improve communications with your

site staff, customers and prospects. SiteStream also offers a cost-effective way to deploy systems both on-site, and for staff who are always on the move, ensuring that they have the latest information and are working more efficiently. As a web based system SiteStream can significantly improve the information and service you provide to your customers as well as providing new opportunities to sell upgrades or linked products and services. Where estate agents are used the system ensures that you have better control over your valuable leads and that the agents are a fully integrated part of your sales process.

SiteStream Sales can automatically update your web site in real time to ensure that all your published information is current and consistent. Release prices, availability, and an image library associated with each development and plot can update the variable information you choose to display on your web site. Links are also available to several leading property portals e.g. Smart New Homes to ensure the latest data is passed to them automatically. Enquiries from the portals, as well as your web site, are input directly to your prospect database for allocation to your developments, and for follow-up by

site sales negotiators or mailings.

Secure areas such as 'Customer Home Pages' can be easily set up to allow you to offer additional information to individual purchasers with password controlled access. This can include sales and construction progress, detailed photos and drawings, customer choices and options, links to moving services, on-line house manuals, frequently asked questions etc. Customers can also keep you up to date with progress on their existing property and finance situation.

Advantages

Improved Customer Service - Comprehensive up to date information is maintained for all plots and visitors enabling a high level of customer service.

Effective Marketing - It is possible to accurately profile visitors against your selected criteria, measure advertising effectiveness, and run focussed mail shots or follow-up programmes.

Automated Reporting, Forecasting and Tracking - Sales performance and forecasts are automatically produced, considerably reducing collation time.

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Efficient Administration - All aspects of sales administration are handled with links to Microsoft Office allowing mail merge, e-mail and fax services. Ease of use in the show house environment utilises all your sales resources to the maximum efficiency.

Fully Integrated Sales and Marketing

– The web based technology enables easy integration with your web site and property portals improving customer communications and ensuring that both internal and external information is always completely up to date.

Show House On-line - Allows site sales staff to enter enquiries, reservations and choices on-site, preventing task duplication.

Sales Enquiries On-line - Links your show houses, web site and Property Portals so that enquiries go directly into a central marketing database for analysis, follow-up and Sales progression.

Customers 'Home Page' - Allows you to set up a secure environment for your customers to access the current build and sales progression, choices, and for future reporting of maintenance issues and downloads of maintenance manuals.

Web Site Maintenance – Current information from the sales system can be automatically updated to your web site.

Customer Options On-line - Extras, choices and their availability can be viewed and selected on-line by your staff, or optionally by customers via the web

- Easy and intuitive to use
- Allows real-time build and sales progress to be compared and monitored
- Flexible visitor profile data
- Postcode lookup and enquiry validation

- Marketing functions include advertising effectiveness and targeted mailing
- Integrated mail merge for mail shot and correspondence, e-mail enabled
- Reports by site, region and organisation
- Tracks price history and all price variances
- Reservation and financial statements are automatically produced
- Handles part-exchange property resale
- Customer extras, choices and incentives are tracked for reporting, analysis and cost control
- Cancellation/fall-through analysis
- Highly configurable to users requirements
- Contact log, notes, correspondence tracking and diarised action/bring forward facilities
- Cost-effective site and remote operation
- Captures data at source to prevent task duplication
- Provides higher quality information to management staff and customers
- Simplified browser screens for ease of use and reduced user training
- Enhanced customer service
- Secure web access for approved users e.g. agencies and customers
- Reduces the cost of web site maintenance and ensures up to date information
- Centralised efficient management of sales images e.g. artist impressions, site plans, photos etc

Note: This information is subject to change without notice.

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