

LEAD MANAGEMENT

CLIENT: BRISTOL ICON

Bristol Development's ICON is one of the fastest selling high rise communities in Middle Tennessee, selling out in less than 48 hours. Located in downtown Nashville, Tennessee, ICON is scheduled for completion in Fall 2008. Since partnering with Solve's Lead Management team in early 2006, Bristol Development has managed nearly 2200 prospects of interest.

With so much early interest generated about ICON prior to its development, Solve was tasked with setting the proper lead management plans in motion quickly. By setting up multiple targeted lead campaigns for various leveled prospects and a weekly reporting system, Solve possessed the ability to track demographic trends among ICON's potential buyers. Solve then assembled the ICON sales team and trained them on how to best implement the Buildtopia-based lead management system. Utilizing Buildtopia in Solve's lead management service enabled the ICON sales teams to improve their response time with task management, created sales team accountability for Bristol Development, maximized marketing value and reduced sales agents' paperwork with its user friendly navigation.

Solve's lead management hands-on follow-up training and on-going cheerleading support has produced a steady flow of interest for downtown Nashville's most highly anticipated high-rise development, ICON.



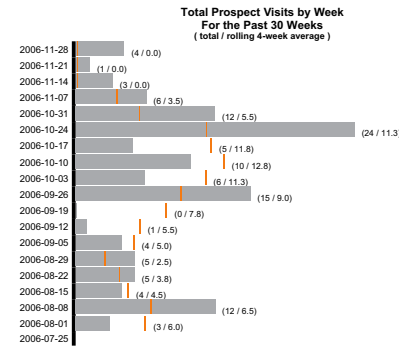
traffic summary

Icon 12/5/2006

Traffic Summary for Icon:				
	This Week	Last Week	Past 30 Days	Project to Date
Sales:	0	0	3	347
Settled:				0
Visits				
First Visits:	5	1	13	1911
Return Visits:	0	0	0	40

Computing relative to last Tuesday: November 28, 2006.
A-week-ago-Tuesday is: November 21, 2006.
The past month: November 4, 2006.

Summary of Prospects by Prospect Codes	
Prospect Code	Number of Visits
06-Buyer	42
14-Dead	17
All Prospects	555
Sales Center Visitor	86
Web Leads	1210
Withdrawn	1

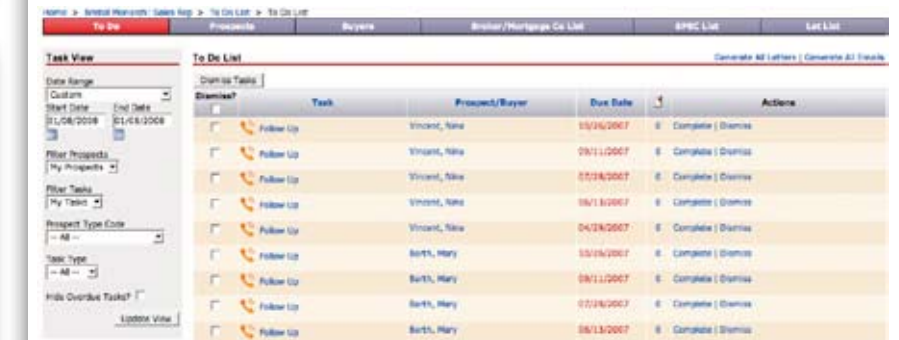


Prospect Type/Code	Campaign Name	Task Type	Days	Task Name
01 - Opportunity - All Unqualified	Welcome	E-mail	1	Thanks for Interest
		Phone Call	7	Check Phone Call
		Other	7	Web Structure
		Phone Call	14	Call for First Appointment
02 - Opportunity - Web Unqualified	Welcome	E-mail	1	Thanks for Interest
		Phone Call	7	Check Phone Call
		Other	7	Web Structure
		Phone Call	14	Call for First Appointment
03 - First Appointment	Connect	Other	1	Invite to Sales Center / Direct Mailer
		Phone Call	7	Call for First Appointment
		Phone Call	14	Reschedule Prospect
		E-Mail	N/A	
04 - 25%	Community	E-mail	7	Send of Invitation
		E-mail	14	Announce
		Phone Call	21	Next Step
		Phone Call	28	Reschedule Prospect
05 - 50%	The House	E-Mail	N/A	Place Plans
		E-mail	7	Standard Features
		Phone Call	14	Next Step
		E-mail	14	Invitation
06 - 90%	The Deal	Phone Call	21	Next Step
		Phone Call	28	Next Step
		Phone Call	35	Reschedule Prospect
		E-Mail	N/A	
07 - Buyers	Follow Through	Phone Call	1	Next Step
		E-mail	7	Now is Time to Buy
		Phone Call	8	Next Step
		E-mail	9	Incentives
08 - Realtor	Alternate Prospecting Option	E-mail	15	Next Step
		E-mail	16	Community Update
		Phone Call	22	Reschedule Prospect
		E-Mail	N/A	
09 - Media	Alternate Prospecting Option	E-mail	1	Thanks for Buying
		E-mail	7	Next Steps/Announce
		Phone Call	21	Check In
		Phone Call	28	Check In
10 - Political	Alternate Prospecting Option	Phone Call	45	Check In
		Phone Call	60	Check In
		Phone Call	105	Check In
		Phone Call	180	Check In
11 - Homeowners/Closed	Follow Through	Phone Call	225	Check In
		Phone Call	270	Check In
		E-mail	1	Welcome
		Phone Call	14	Check In



TO DO Page

The default screen for the SR module is the TO DO task list. The TO DO tasks list is comprised of those tasks that are set by the project manager as follow up campaigns or individual tasks assigned by either the sales team or project and sales managers.



The TO DO page represents the basic work flow for sales. Your sales manager should go over the basic campaigning tasks that are germane to the project. The default for the list of TO DO tasks is by date with those that are past due showing in red.

You may access the prospect information form by clicking the prospect's name. To record a note about this TO DO task, you can do so by clicking the Manage Notes section.

When your task is complete, mark it complete, or to dismiss a task, click the dismiss link.

For information on specific tasks, please see your sales manager.