



# HomeFront CRM

## CRM DESIGNED FROM THE GROUND UP FOR BUILDERS

**HomeFrontCRM** delivers true Customer Relationship Management (CRM) functionality designed specifically for the building industry. That means you're no longer forced to adapt your sales and marketing process to a generic CRM system.

### Marketing and Prospect Management

**HomeFrontCRM** optimizes your sales and marketing processes - from lead generation to final purchase - with built-in campaign management and email marketing tools. Visual dashboards help your sales team track leads, schedule appointments, trigger follow up tasks, and connect with hot prospects at the right time.

### Sales and Construction Management

**HomeFrontCRM** also improves communication with your buyers before, during, and after the sale with tools to generate proposals, manage contracts, track change orders, and flag deposit due dates. Plus, the customer self-service portal keeps customers in the loop at all times.

### End-to-End Home Building Technology

Because **HomeFrontCRM** is part of the [HomeFront Management Toolkit](#), sales always works with a current price book managed by estimating or sales management, and information entered by sales will flow through to construction, accounting, and service.

CONSTRUCTECH TOP  
PRODUCT AWARD  
WINNER!



Generate Quotes,  
Manage Proposals, and  
Track Change Orders

Analyze Traffic Through  
Your Sales Offices

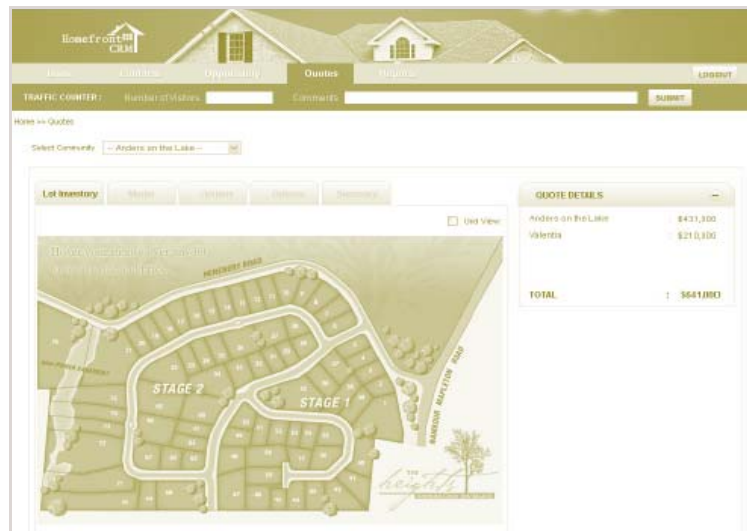
Evaluate Performance,  
Identify Bottlenecks in  
the Sales Process, and  
Improve Conversion

Eliminate Spreadsheets  
and Manual Tracking so  
Leads Don't Slip  
Through the Cracks

Turn More Homebuyer  
Leads Into Purchasers

### HomeFrontCRM Features:

- Capture leads from your website, build marketing campaigns and create attractive email communication with built-in forms and templates
- Manage leads and activities so that opportunities don't slip through the cracks
- Standardize your sales process with pre-defined workflow based on lead rating
- Analyze traffic and campaign impact with the Traffic Counter
- Generate quotes with graphical selection of Floor-plans, Options, and Lots
- Turn quotes into contracts, manage client relationship and change process
- Improve profitability with sales performance reports and analytics that identify bottlenecks in the sales process



Enhance your  
customers'  
experience with  
interactive area  
maps & graphical  
selection wizard  
interface

**BUILD A BETTER BUSINESS TODAY >>>**



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