

# OPTIONS

## Options Shopping From Home

Bring the selection process out of the sales center and straight into a buyer's home by adding a Web-based design center to your sales tool belt.

**O**PTIONS magazine recently spoke with Dan Dempsey, president and CEO of BuilderVision, a company offering builders the chance to increase options sales — and home sales — by using the services of BuilderVision, a fully customizable Web-based design center.

**OPTIONS:** How would you describe BuilderVision to a homebuilder?

**Dan Dempsey:** BuilderVision is both a technology and a service. It's a photo visualization tool that allows users to apply any product to any surface of a home using real product images and real home images. For years, we've been using this same technology to help manufacturers like MonierLifetile, Mohawk and GAF demonstrate how their products will look on a finished home to their buyers. We've now brought this same technology to homebuilders.

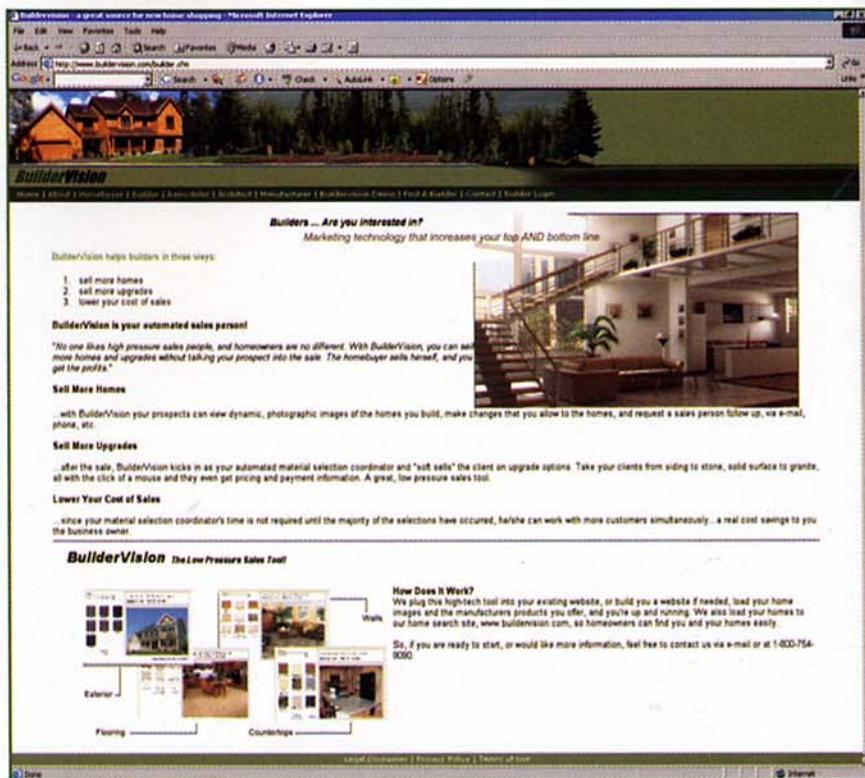
**OPTIONS:** What benefits does this product have for homebuilders?

**Dempsey:** Essentially, BuilderVision will first help them sell more homes, and it will then help their new buyers through their selection process. On the front end, by linking BuilderVision to their existing Web site, prospects can log on, see the different options that builder offers, play with how a full palette of options will look on this home — from a different countertop to a new roof — and then save their choices for the next time they visit. As the prospect is doing this, a report is sent to the builder that this customer is online looking at a certain home with these specific upgrades, creating a very effective lead for the builder.

Then, after a sale, buyers are sent an e-mail congratulating them on their purchase and inviting them to begin their options selection process from home. The program is completely customizable, meaning we can include everything from pricing information to how an upgrade will effect their monthly payment. Choices can also be made on any option or upgrade for a home. Once buyers complete the process, the builder receives a copy of all the decisions made, and the buyer is invited in to the selection center to see and touch and verify all of their purchases.

**OPTIONS:** How much does BuilderVision cost?

**Dempsey:** We charge builders \$9,500 to build the site — and this cost also includes uploading their home images and adding to that our extensive list of product photography. The charge for maintenance of the site is \$199 per month.



**ABOVE:** Homebuyers can see exactly how product upgrades will look in their new home from the comfort of their existing home thanks to BuilderVision, a Web-based design center that can be made to fit the exact needs of any builder.

**OPTIONS:** What does a builder need to provide so you can create this custom selections site?

**Dempsey:** As I said, we provide the product images, so all we need from them is photography of their models. If that is not available, we have also used elevations or 3-D renderings. Basically, all we need is a surface on which to allow buyers to apply the different products.

**OPTIONS:** What about small or custom builders that might not need quite so robust a program?

**Dempsey:** We've just launched a new version of BuilderVision at the International Builders' Show. Priced at \$999, with a \$99 monthly fee, this version uses generic home photographs and generic product photographs that we provide in order to give buyers a general idea of what different options look like in a finished home.

For more information, visit [www.builder-vision.com](http://www.builder-vision.com) or call 248/380-9080.