

Features

■ Pro Forma Analysis

■ Spec'ing

Ability to change Spec levels to market conditions quickly and with zero impact on the back office

■ Auto Option

Easily create the Model Option Database

■ Auto Price

Easily determine very accurate Option selling prices which are Model specific

■ Sales Rules

Automatically create and upload Rules to SS to control what a salesperson or Homebuyer can and cannot do when selecting Options (think buying a BMW online)

■ Seamless integration

With Sales Simplicity, BuilderMT's WMS, and CG Visions's Pipeline

DETAILED MARKETING

- Per Community and Series
- Isolated from Purchasing, Estimating, and Drafting
- Pro Forma analysis of new opportunities
- Automated Base House Selling Price (based on spec levels)
- Option Selling Prices adjusted per SPEC level
- Take Out menu (for closing a sale)

BUILD AND MANAGE OPTIONS

- Ability for the homebuilder to easily build and maintain
- Easily add and price new Types (Carpet, Tile) or Levels in minutes
- Option numbering completely automated

CONTROL OPTION SELLING PRICES

- Manual Options priced at Master, Plan Group, or Plan level
- Auto Options priced per a simple unit of measure (SF of Room)

AUTOMATED OPTION RULES

- Easily add and replace rooms
- Sales are only allowed to do what is possible
- Home Buyer can build a configuration from home (just like the car sites)



Adjust Community Features. Analyze Margins. Sell Homes!

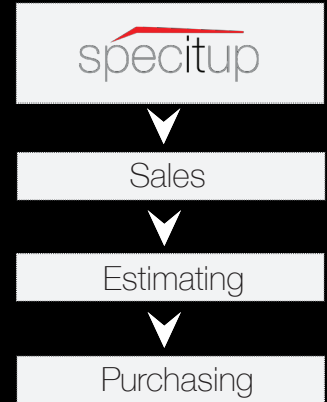
Specitup lets home builders set new home selling prices that maximize profit, while enabling automated management and pricing of features.

Our solution helps home builders save time and make more money by giving our partners the ability to quickly create, customize and maintain home models and options. Sales and marketing need to drive everything – if you cannot sell it, there is no need to 3D model or estimate it. Construction, drafting, purchasing, and estimating should not be unnecessarily burdened by the introduction of new plans.

Old Method



Specitup Method



What Our Clients Are Saying:

“ Once Specitup was implemented, we found it very easy to use; it’s dashboard driven and honestly didn’t take much training to master. It’s already paid for itself many times over. Now that we have it, we are never going back.



– Dan Kent
Kent Homes

“

With Specitup, I can very quickly option out that house with the standard options that my competitor is offering for his \$300,000. If I find I can pack in more standard options, and still make a profit (Specitup will tell me), then I’ve got a real advantage, because the customers notice that stuff.



– D Logan
Logan Homes

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We couldn’t really use BuilderMT or Sales Simplicity without Specitup.

– James Nelson
Shea Homes

