

HomeFront

SOFTWARE SOLUTIONS

The Intelligent Home Building
Management System

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CRM & SALES MANAGEMENT

Prospecting is a critical and key skill that requires ongoing development if you want to increase your sales and overall business success. It takes the right combination of people and resources to do the job well, and move qualified prospects through the sales cycle.

The CRM & Sales Management solution by HomeFront is the ideal mechanism to assist your sales team in sourcing, evaluating, qualifying and managing pertinent information relating to prospecting and sales.

Using this integrated and comprehensive software, your sales force will not only be able to better manage schedules, appointments, profiles, follow ups and designated marketing campaigns, they will also be contributing important data that can then be used throughout additional HomeFront solutions.

- *Greater efficiency and accuracy*
- *Increased sales conversion*
- *What it takes to impress customers and add profit to your bottom line*

FEATURES

Contact Management

- Track leads, prospects and buyers with status and interest in one easy to use interface
- Schedule appointments directly into MS Office and create reminders for sales calls and appointments
- Generate proposals for prospects and track all correspondence
- Convenient document management that allows all documents to be attached to a specific contact, then shared online with trades and customers
- Post 'cash received' against deposit and draw schedules
- Flag specific dates for deposits, permit applications and architectural approvals

Contract, Change Orders and Selections

- Select lot, model and options from an electronic price book to quickly create a quote for customers
- Track all décor and colour selections
- Print Purchase Agreements, addendums and all required documents at the time of purchase
- Evaluate pending deals in Sales Manager view which also includes a margin analysis report
- Increase control over change orders, with built-in approval processes
- Request pricing from estimating or use the built in take-off features in the sales interface (pending permissions)
- Restrict options available for selection, based upon the actual stage of construction
- Generate settlement paperwork with adjustments such as taxes, interest and legal fees





“We switched to HomeFront and Sage 300 Construction, as we felt it was the most integrated system available to residential builders. The service and support has been excellent.”

Hannu Halminen, Toronto, ON

Manage Inventory

- Lot Inventory
Track lot information that is relevant to sales
- Spec and Show Home Inventory
Track selections and upgrades, making homes available to purchase

Popular Reports

- Sales by period, sales agent or area
- Profit by area, phase and lot
- Margin analysis with detail

ACCOUNTING SOFTWARE INTEGRATION

HomeFront fully integrates with the most widely used accounting software available including;

- Sage 300 Construction and Real Estate
- Sage 100 Contractor
- Sage 50 Accounting
- QuickBooks

HomeFront CRM & Sales Management has been developed as an integral part of HomeFront Software, which offers home builders a truly integrated, comprehensive software solution.

Ramp up your sales with HomeFront



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