



# The MASYC Group, Inc.

## The Homebuyer Lifecycle Software Solution

The MASYC Group, Inc. has developed a portfolio of solutions for managing a Homebuyer throughout the lifecycle of home ownership. Our solutions help the Homebuilder by supporting the process of bringing buyers to communities (as a Lead), configuring the home for the Homebuyer (as an Opportunity), Managing the building of the home (as a Buyer) and supporting the Buyer after the sale (as an Owner).

## Leads

Capture leads from builder's web site, 3rd party syndicators, and email campaigns. Use this information to drive prospects to your communities.

**Solution:** *Salesforce Sales Cloud and Oracle Marketing Cloud with the MASYC HomeBuilder Template*

## Opportunities

The buyer arrives at the community, learns about the selections available, develops various configurations and works to a purchase agreement on their dream home.

**Solution:** *MASYC HomeBuilder Sales Solution*

## Buyers

With a signed sale agreement, Operations starts the building process, creates purchase orders, schedules work and processes escrow close.

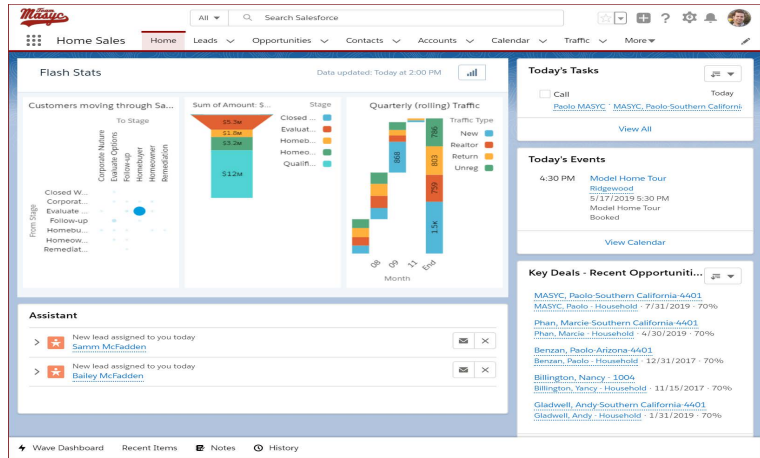
**Solution:** *Oracle's HomeBuilder Management*

## Owners

Close of escrow is the end of the sales cycle. Now, for the Homeowner, the Warranty Department is their key contact with the builder. This MASYC solution supports the Warranty team supporting the Homeowner.

## Services Available

- Technical Support
- Installation and Setup
- Maintenance
- CareOne Support Plans



## MASYC's Customer Relationship Management Template for the Homebuilding Industry

MASYC's Salesforce Template for Homebuilders provides the industry an ability to effectively measure and manage their sales pipeline. Sales and marketing organizations benefit from a lead qualifying process tailored to selling homes. Spend more time with qualified opportunities, and less time sifting through mountains of leads. Our fully-featured solution includes:

- Homebuilder Template for builders of all sizes
- Integrated Marketing Solution (*Oracle Marketing Cloud, Eloqua with MASYC integration*)
- MASYC Middleware Solution (MMS) Integrations
- Key Performance Indicators and Dashboard tailored to Homebuilders
- Configurable by Business Analysts using tools designed for non-programmers and programmable in a Java-like proprietary language using modern Continuous Integration/Continuous Deployment version control
- 360 degree view of the homebuyer from initial web registration to home configuration to sale to escrow close and warranty
- Duplicate Management with real-time detection, merge and reporting from Prospect through Homeowner

The MASYC Homebuilder Template configures Salesforce's Sales Cloud with industry specific key performance indicators, business processes, terminology and data using familiar homebuilder terminology.

Get an accelerated start with MASYC Homebuilder Template for Sales Cloud.

Optional interfaces include:

- Oracle Marketing Cloud, Eloqua
- HomeBuilder Sales Solution
- Hyphen Solutions

### Strengths

- *Highly configurable database, user interface and reports*
- *Streamlined data entry with interactive duplicate detection*
- *Key Performance Indicators built to measure the entire sales process*

### Differentiators

- *EnterpriseOne integrated sales and option information, sales incentives, and warranty cases*
- *Community, plan and lot listings viewed on mobile devices for in-field sales activities also integrated from EnterpriseOne*
- *Traffic statistics and registration cards*
- *Collateral library and product catalog*

### Innovations

- *Multi-dimensional territory management builds Sales Teams and assigns Leads*
- *MASYC integration of Salesforce's Sales Cloud and Oracle's Marketing Clouds*





# MASYC Implemented Solutions

## TECHNICAL SUPPORT

MASYC consultants have years of experience working with Customer Relationship Management solutions and configuring them to meet our clients unique requirements. MASYC's development organization provides technical support for our solutions. The MASYC team is focused on EnterpriseOne and the HomeBuilder, Construction and Engineering industries.

## UNDERSTANDING YOUR IMPLEMENTATION

The MASYC Group, Inc. provides complete project management and facilitation for upgrades, new implementations, training, and post-project support.

## MAINTENANCE

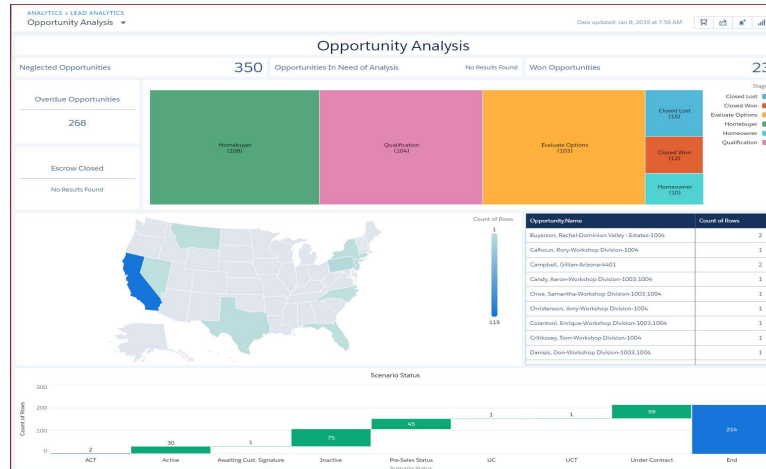
Our software solutions are constantly improving with input from our customers. New features we implement are available to all MASYC clients that are currently on maintenance.

## CAREONE SUPPORT PLANS

The MASYC Group, Inc. provides several technical support plans each with a spectrum of services from basic administrative services to software upgrade reviews.

For more information on any of our products or services please visit us on the Web at:

[MASYC.COM](http://MASYC.COM)



## Strengths

### Highly configurable database, user interface and reports

Salesforce Sales Cloud molds to your business with configurable and extensible assets that ensure your business processes are captured and validated, as designed by your organization.

### Lightning interface style along with native mobile applications

Personalization by users allows preferential and unique interfaces that streamline critical information to be displayed in an easily understandable format.

### Configurable Key Performance Indicators built on a true business intelligence engine

You can also build your own using the same tool that made all these reports. Information is power and the more data that is available to sales professionals and management, the more accurately they forecast, more efficiently they spend time with the right prospects and more effectively management can assess performance.

## Differentiators

**EnterpriseOne integrated sales and option information, sales programs, and warranty cases** Access key homebuyer information in Salesforce Sales Cloud to become more efficient and focused on tasks that really matter, being a resource to the customer and closing a home.

**Community, plan, and lot listings viewed on mobile devices for in-field sales activities also integrated from EnterpriseOne**

Having community-related information available via mobile devices allows Sales Professionals to access system data while being on site and performing sales activities, such as validating the status of a home or the progress of an option installation.

### Traffic statistics and registration cards

Being able to understand your customers' needs, desires, timing, propensity and ability to purchase is key to a successful sales cycle. The electronic registration card captures how your customers were drawn to your community and is key to assessing marketing campaign ROI. It also captures who your customer is from a personal and financial perspective.

### Collateral library and product catalog

Accessibility and consistency is brought to your marketing assets in our Collateral Library. The Product Catalog starts revenue forecasting with its listing of communities, phases and plans, and a place to enter estimates for design center revenue and lot premiums.

## Innovation

### Multi-dimensional territory management, Sales Teams and Lead Assignment

Sales Professionals are assigned to territories at any level: regional, divisional or community. Leads' level of effort is dynamically weighted with configurable rules and Sales Team members workload continuously updated to drive balanced automated Lead ownership and Team membership.

### MASYC's integration of Salesforce's Sales Cloud and Oracle's Marketing Cloud enhances quality of Lead conversions and increases close rates

When Sales and Marketing work together, positive results follow: better forecasting accuracy, response rates, pipeline thickness, conversion rates and overall effectiveness.

# MASYC's Customer Relationship Management Template for the Homebuilding Industry

## HIGHLIGHTED FEATURES

### Integrations

**MASYC HomeBuilder Sales Solution:** Scenarios, Sales Contracts, Options, and Sales Programs all show important details of the transaction to Sales Professionals

### Homebuilder Management:

Community/Lot Directory for Mobile and Desktop, Warranty Cases captured from the Warranty System

### Oracle Marketing Cloud:

Homebuyer Prospects, Co-Buyers, Brokers and Real Estate Agents, Leads, and Homeowners

### Functional Extensions

Traffic Analytics, Daily/Weekly Traffic Counts by Community, Campaigns, Territory Management, and Duplicate Management

### Accessibility

Sales Cloud for Microsoft Outlook, iPhone and Android Apps for Sales Management and Dashboard Reporting

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