



# Pivotal Homebuilder CRM from Tokara Solutions

Adding technology to your toolbox isn't just smart—it's essential to engage today's discerning buyer. Tokara's Homebuilder CRM solutions enable your teams to provide superior service across every customer interaction, from sales to support, so they're always equipped with a blueprint for success.

A steadily improving economy, coupled with demands from today's tech-savvy customer base for instant feedback and gratification, mean traditional homebuilder methods for customer engagement and support no longer fit the bill.

As teams work to fulfill homebuyer needs at every step in the project cycle, a need arises for a centralized system to consolidate all data from every interaction into a single location that can be instantly accessed for insights into customer preference, behavior, and sales history to drive more effective and targeted interactions and experiences. Our Homebuilder CRM solution delivers this capability by integrating marketing, sales, and service functions into a comprehensive database that not only saves time and money—but also allows your employees to work together in ways never before possible, building brand loyalty and homebuyer trust along the way.

## Robust Collaboration Strengthens Teams from the Inside Out

Homebuilders know that a solid foundation is critical to long-term sustainability. And this is as true in technology as it is in crafting a home. An important feature of CRM technology is its foundational ability to coordinate and streamline operations across every aspect of the value chain, so teams can work together toward the common goal of providing a superior customer experience.

But we also know that even within a single industry, one size doesn't fit all. That's why our Homebuilder CRM solution is flexible enough to adapt to your unique business processes and proven best practices, so tasks are interconnected in a way that makes sense for your organization. This means you can enjoy collaboration across departments, while allowing employees to capture and track valuable homebuyer data across the project lifecycle that can be used to drive more personalized product and service suggestions, taking the guesswork out of customer support and encouraging repeat business.

## Homebuilder CRM: Built to Spec for the Industry It Serves

Tokara's Homebuilder CRM is the only CRM solution built specifically to meet the needs of the homebuilding and real estate industries. Our team has decades of experience working within the industry and knows first-hand the requirements a CRM system must meet to deliver sustainable growth to your business. With features that address virtually every industry-specific requirement you might have, highlights include:

- **CONFIGURE, PRICE, QUOTE (CPQ):** Accelerate, simplify, and streamline the quoting process, including selection and configuration of offerings, pricing and discounting models, and overall quoting accuracy
- **DOCUMENT MANAGEMENT:** Ensure mistake-free contract generation, saving valuable resource time, eliminating frustrations in complex contracts, and building your brand reputation
- **'TRAFFIC COUNTER' LEAD GENERATION:** Gain visibility into how many people are visiting your properties and who they are, for more effectively targeted marketing and interactions

# Why Partner with Tokara Solutions?

## 1 Simplified Operations and Collaboration across Teams

Your employees are busy, and keeping up with customer demands requires a well-oiled team—one that runs at peak efficiency and embraces teamwork. Coordinating daily tasks, interacting with stakeholders, and following up on support issues should be a breeze, not a burden—and our customizable dashboards and reports mean every employee, regardless of job function, can leverage CRM technology to boost performance and simplify operations across the board.

## 2 Executive Insights into Performance, Optimized by BI Analytics

While traditional industry models required managers to cobble together data and updates from various sources to understand team progress, our Homebuilder CRM solution provides a one-stop-shop for all project data—so no matter how deep the level of detail required, managers can easily assess performance and adjust workloads and assignments as required to optimize operations. This visibility can also be leveraged to enable more informed decision-making and forecasting through powerful, built-in Business Intelligence (BI) capabilities that use predictive analysis to identify trends and patterns in customer behavior.

## 3 Robust Support from Lead to Close, and Beyond

The homebuilding cycle is an intricate one—from initial prospect engagement, to working with homebuyers to determine specific plans, to following-up and providing continual support. And based on this complexity, customers will interface with various departments and personnel over the course of each project. Our CRM solution helps marketers track and follow up on leads through strategic omnichannel integration, then enables sales associates to distribute opportunities and assign territories as required to manage deals across each customer segment. At the same time, customer service representatives have instant access to real-time project data, so any request for support can be met with a timely and tailored solution.

## 4 Protection from Financial and Operational Risks

By helping employees establish and execute best practices for customer care, CRM technology simplifies the project process by allowing each employee to perform against repeatable, standardized processes. This approach provides a clear view into both vendor and subcontractor performance, so issues can be easily identified and resolved, while also creating a detailed data trail that can be monitored to provide a clear record of business activity, helping organizations manage expenses, identify material and service trends, and safeguard against litigation.

## 5 Strengthened Brand Loyalty and Trust

Buying or building a home is a milestone life event, and customers want to partner with brands they trust. Providing consistent, reliable interactions every step of the way builds a customer-centric business model—one that is secure enough to accommodate cultural and environmental shifts to deliver on even the most varied demands. Cultivating a positive brand image is critical to ensuring customer satisfaction, nurturing loyalty, and driving referrals—recent research shows 70 percent of homebuyers rely on recommendations from friends, family members, and acquaintances when selecting a contractor.<sup>1</sup>



<sup>1</sup>Rose Quint, "What Homebuyers Really Want," NAHB/HousingEconomics.com, p.4, May 1, 2013, <http://www.nahb.org/generic.aspx?sectionid=734&genericcontentid=206669&channelid=311>.

