

Can You Afford To Lose Another Lead?

READY TO CONVERT AND CLOSE MORE PROSPECTS?
NEVER THROW MONEY AWAY AGAIN!



Coffee
\$3.50 per day



Convert more prospects with BTLead
\$1.00 per day

For Builder Homesite & NewHomeSource customers only...

SIGN UP BY MAY 31, 2009 & GET 1 YEAR FREE OR NHS SPECIAL PRICING!

Use promo code "NHS" when signing up at www.BuildTopia.com/BTLead/bhi

MAXIMIZE EVERY SALES LEAD
with the most cost-effective lead management
solution for professional builders, 

BuildTopia™

 **BTLead**



Never Drop Another Lead

Provide your sales team with the critical tools required for effective follow-up campaigns and more conversions. BTLead automatically captures prospect data from your own website, and interfaces with other websites to add new leads to your database.



Effectively Target and Connect With Prospects

With BTLead, you can now fully utilize and track every lead through a comprehensive automated sales process, designed specifically for creating new home sales.



Work Anywhere, Anytime

BTLead is web-based for easy access wherever and whenever. BTLead delivers real-time notification of new leads to your sales team and prompts them for immediate action.



Receive Free Updates Forever

Since BTLead is a subscription-based software service, you'll get powerful upgrades at no additional cost to you. **And when you're ready to complete the package, you can easily upgrade BTLead to BTSales or the full BTBuilder suite.**



Get Started Instantly

BTLead's easy-to-use interface and online video tutorials will get your sales staff going in no time. A full library of campaign templates are pre-loaded and ready to use.



Convert Prospects. Close Deals.

Maximize marketing budgets, generate higher conversions, make more appointments, and close more sales—FOR AS LITTLE AS \$1 PER DAY with BTLead.

"BTLead has made us so much more effective as a sales team. Now we follow up on every lead systematically; we never let prospects slip away anymore. With **BTLead** we are booking more appointments even in this tough market."
—Jon Stapel, Sales Manager, Contry Homes

Visit www.BuildTopia.com/BTLead/bhi to see **BTLead** in action!