SalesXpress

STREAMLINE & DIGITIZE

The End-to-End Sales & Design Experience, Whether In-Person or Online

SalesXpress is the next-generation software solution homebuilders need to meet the demands of digitally-savvy buyers while supporting data-led business decisions. With SalesXpress, builders are empowered to rapidly and efficiently capture leads, sell a home in minutes, wow their customers, and boost their bottom line.

94%

of prospective buyers use technology to search and select their new builder.

89%

expect to continue using technology throughout the construction process. [1]

KEY BENEFITS:

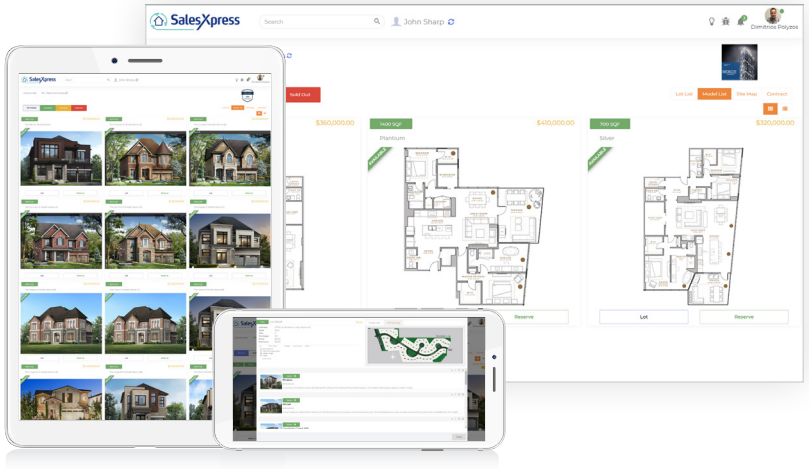
- Supports online home sales, with capabilities to capture leads and initiate sales directly from a builder's website
- Enables sales agents to easily create and complete contracts, track offer acceptance, and manage the end-to-end purchasing process
- Includes Design Agent Portal to simplify the options selection process and increase revenue for builders
- Fully-integrated with NEWSTAR Enterprise, eliminating data synchronization requirements

[1] Research from Constellation Customer Insights

TIMELY COLLABORATION
Throughout the Sales Cycle

SALES AGENT PORTAL

With SalesXpress, your entire team can collaborate using the same data to process a deal quickly and efficiently. The application can be used in the sales/ presentation office, on mobile devices while showing homes, or even virtually when external factors limit in-person interaction.



FEATURES:

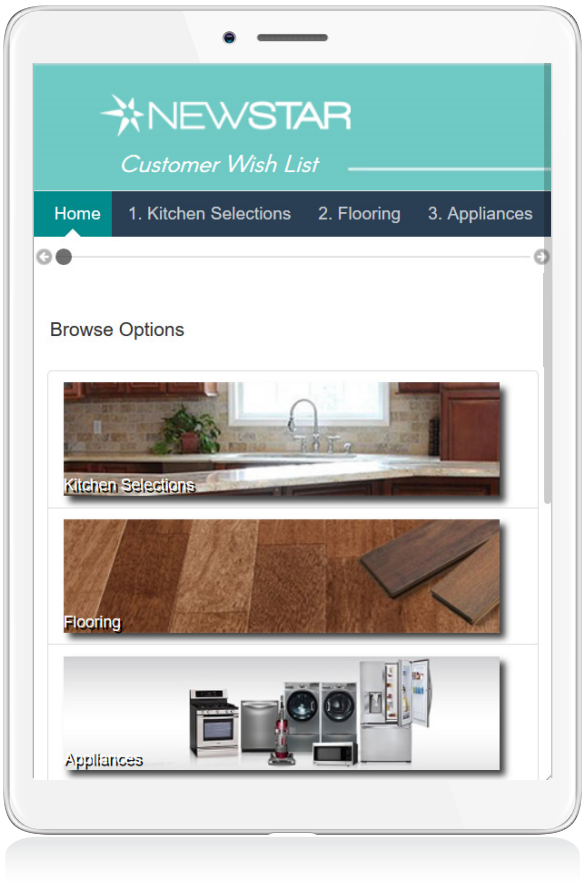
- Buying decisions are simplified by using consolidated visual elements in a single screen
- Prospect contact creation expedited with ID Card Scanning or web forms with Google address lookup services
- Easy contract generation – fast and simple to generate with a click of a button
- Offer acceptance tracking ensures the deal ratification process can continue, even when your sales team is offline – an industry first!
- DocuSign integration – the leader for real estate digital signing solutions
- Architectural controls to dynamically ensure community diversification rules for lot model-elevation and exterior selections repetition. SalesXpress takes care of all of this on the fly – another industry first!
- Guided, intuitive sales experience requiring very little training to operate
- Freedom to create your own templates, using a built-in editor or MS Word
- Sales Approval Groups allow the builder contract ratification process to respect multi-party contributions instead of a flat one-person designate; implement a true decision-making workflow for a group – another industry first!
- Automated deposit schedules loaded into every deal, ensuring expectations are set and met
- Digital community site maps with real-time lot availability; supports multiple site map images for a single project
- Highrise Unit Add-on Sales supports selling parking spaces, storage lockers, etc., and keeping track of inventory

SalesXpress makes it easy for agents to capture a prospect, sell a home, and create a legal agreement – in less than three minutes!

Deliver sales and design experiences that are seamless, data-led, and digitally-managed.

DESIGN AGENT PORTAL (DAP)

Keep the purchasing process moving with compelling design studio experiences online or in person. Buyers are wowed from the start, with the opportunity to build a Wish List and pre-select options before their scheduled appointment. Then, DAP keeps the efficiencies flowing at the design meeting, providing a guided experience that maximizes upgrades for increased revenue potential.



FEATURES:

- Builder-defined workflows help standardize the options selection process
- Mobile-ready for tablet use
- Customer Wish List gives buyers access to a personalized online portal to preview options and prepare to build the home of their dreams
- Curated design collections can be created to inspire customers and guide their home personalization
- Floor Plans Module enables redlining of floor plans by positioning products in desired installation locations
- Alternate Room Sales feature enables floor plan layout changes based on the scope of applicable rooms and alternate room measurements

Design is Going Digital – Are Your Prepared? Face-to-face meetings are becoming harder to accommodate. DAP's Customer Wish List portal addresses this new normal by allowing buyers to curate their selections online. Crucially, it also enables sales agents to convert those selections into contractual items, whether meeting in-person or through a virtual setting.

*Requires additional fee

WEBSITE LEADS AND SALES

In the digital age, it's more important than ever to offer online purchasing options. SalesXpress makes this possible with API integration that more easily enables any builder website or third-party application to employ our home sales data services.

For builders who require additional web development, the SalesXpress team offers a Web Development Kit. Leveraging our end-to-end API and developer support, builders can transform their website into a dedicated online sales source.

THE WEB DEVELOPMENT KIT INCLUDES:

- Consultative services by Constellation developers to help setup website integrations as per desired online sales processes
- Technical developer support/white papers to more easily employ the SalesXpress API, reducing the need for high level programmers
- Documented examples of how to use the API with popular web programming languages

Homebuyers can browse available models, lots, and pricing; schedule an appointment; complete a questionnaire; and even capture a deposit to reserve a home or lot!

PRICING INFORMATION

- Transactional pricing model helps builders view assets and financial planning at the lot level
- No maintenance or licensing fees*

*Web Development Kit requires an add-on service

Constellation HOMEBUILDER SYSTEMS

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