

BuilderMT and Sage Timberline Office Overview

For over ten years, BuilderMT and Sage Timberline Software have dominated sales of enterprise systems into the production homebuilding space. In that period of time, BuilderMT has sold over 800 production builders. This is 20% of the *entire* market. Even during the down market, hundreds of builders continue to survive by relying on BuilderMT's Workflow Management Suite (WMS) as their mission-critical operational hub. BuilderMT has won more technology awards and outsold **all of its competitors combined** over the last six years.

What does out competition tell our potential clients?

- Establish fear?
- Spread uncertainty?
- Foster doom in the eyes of the builder?
- Say that you offer "one database" while BuilderMT and Sage Timberline Office are a combination approach, or "*bolt-on applications*" from different companies?

Well, to say it politely, we have just one response to that: **Nonsense!**

BuilderMT is, and always will be, a "Best of Breed" solution. Best of Breed is a buzzword widely used in the software world, but it may be little understood among builders. Best of Breed really means providing the most superior functionality by integrating solutions together. Ask yourself some questions.

- Do you build quality homes for your buyers?
- Do you guarantee your work?
- Do you select the best designs, trades and staff to build your homes?
- As a builder, do you perform any of the work yourself, or do you hire or contract with the best trades you can find?

Well, your company and BuilderMT have a lot in common...

Today, builders are more like project managers, but they are ultimately responsible for every aspect of the home, from sales to warranty. It is for this reason that we created BuilderMT and our suite of fully-integrated products. Our philosophy is that one software company CANNOT be the best at every aspect of delivering a “total end-to-end solution” to the builder. For this reason, we chose to focus on creating several core modules (Purchasing, Sales Pricing, Scheduling, Wireless Scheduling, Bid Management, and Trade Portal) that integrate seamlessly to the best Estimating, Accounting, and Sales Center solutions in the industry. With a totally-integrated solution, BuilderMT delivers the best sales, purchasing, scheduling, accounting, trade portal, estimating, and warranty offered in today’s market. The concept is no different than your company picking the best subcontractors by sector to work on a quality finished product.

When you build a new home for your client, you would never hire your accountant to do your roofing, or call on your plumber to pour concrete. Instead, you hire specialists who do one thing really well. Each trade has a specialty they have refined, and you expect them to stay current on the latest techniques and product developments, while integrating their services seamlessly into the overall schedule and workflow of the job. This is a “best of breed” approach to building.

BuilderMT adopted this approach from inception, and it is the hub of our Best of Breed Workflow Management Suite. We have searched for the best products and services to come together and create an alliance which offers our clients an integrated solution which BuilderMT takes ownership in when selecting our product offering. Please visit <http://www.buildermt.com/home-building-software.html> to see for yourself.

Below I have focused on a number of key issues we have found in other software products that claim to have a production homebuilder solution, when in fact they do not address the information requirements or workflow processes of production homebuilders. Please review the list, and, if you find that you would like to investigate further, we welcome the opportunity to discuss the particulars with you.

General Ledger chart of accounts and Job Cost coding structure

The General Ledger application within Sage Timberline Office as well as the Job Cost coding structure give the builder both the flexibility to set up entities and sub-entities in any manner and adhere to the acceptable methods of the NAHB and the industry's best practices. The General Ledger account number format allows up to a 25-digit code that can be separated by up to five sections, giving the builder the ability to:

- Generate profit and loss statements at any level, such as division, community, phase, plat and lot.
- Hold balance sheet accounts at the entity or sub-entity level.
- Create any partnership reporting.
- Perform inter-company accounting and other financial controls you would expect in a robust financial control system, all within the program itself vs. having to use a spreadsheet to generate any of this information.
- Perform profitability and cost analysis by division, community, phase (filing) and lot/block as well as by base plan, elevation and option or custom option.
- Enjoy the benefits of a true multi-company, multi-entity accounting system that allows for roll-ups or consolidations, partnership accounting and automatic inter-company distributions. These capabilities are often required by production builders that have multiple LLCs or communities. Sage Software/BuilderMT clients have reduced the amount of staff required to perform functions now handled by the Sage Timberline Office/WMS.

Integrated Purchasing and Scheduling for a production builder

BuilderMT's WMS—the industry's most award-winning, best-selling software solution—was designed from the ground up based upon the industry "Best Practices." The software enables the builder to take advantage of "the paperless environment" that reaches from web portal bid solicitation, to electronic purchase order creation, to integrated scheduling in the field using Blackberry and Palm devices, to updated schedules and approving the completion of purchase orders for automatic Accounts Payable invoice entry. The software updates cash flow analysis in Sage Timberline Office using projected completion information and updates the sales system so the sales representative will not sell options that are past the current phase of construction.

Production Purchase Orders

WMS is designed around the “manufacturing process” of a production builder. Using WMS, a production builder can easily and quickly generate a 200 purchase order job start in fewer than 30 minutes. Our clients’ case studies have consistently shown this type of dramatic time savings over previous methods. See what they are saying at <http://www.buildermt.com/clients.html>. Some clients generate 1,000 POs per day with minimal staff. With integration to the sales process, purchase orders, budgets, and buyer sales data generate automatically from the sales contract without any manual input. The approval process, as mentioned above, allows for these purchase orders to be closed, paid, and archived with minimal staff involvement, keeping your staff and overhead costs in check as the market goes through its ups and downs.

Plan, Elevation and Option Database

The WMS software package was designed to allow production builders to create a database of plans, elevations and options, and use the Sage Timberline Office® estimating system (the only production product in the market with a true estimating solution) to create custom estimates for new Plans or custom Options and generate Request for Quotations by community and vendor to establish a lot/plan cost matrix. The process-based design of WMS allows for builders to issue these job starts quickly and efficiently.

Scalability

WMS is highly scalable. Current clients range in size from 50 to 3,000+ homes per year. They have purchased WMS because it is scalable and allows a builder to grow without changing systems, just by adding additional seats of the software applications. This helps keep the ongoing costs of changing systems, re-training staff, etc., to a minimum as a builder grows or contracts.

Management Reporting

WMS has reports designed around the way homebuilders do business. With our close association to all of the top homebuilding industry consultants, BuilderMT has incorporated these “Best Practices” reports into the core product, while still allowing the individual builder to customize these reports through many of the reporting tools available within WMS.

Remote processing capabilities

WMS offers the production homebuilder a variety of multiple remote-processing technologies including PDAs (Blackberry and Palm devices), Remote Desktop and Citrix session support, and Web-based tools for ease of accessing and updating critical information from the field for integration back to the home office.

Enhancements and upgrades

BuilderMT prides itself on being a “client-driven system.” We have client advisory groups, and we provide a method for clients to submit Enhancement Requests via our online Support system. This input drives our bi-annual program upgrades. Ask our competitors about their enhancement release policy and schedule. Better yet, ask their clients how often they see major improvements in the software. We welcome you contacting our clients as well!

Business Process Management

In partnership with Symantec Corporation, BuilderMT puts this powerful process workflow tool into the hands of medium and large builders and contractors. Even though BuilderMT works very hard to provide a process-based solution that handles the builder’s requirements, we know we will never be able to accomplish everything for every builder. This is why we have tightly integrated BPM into our software. BPM allows our clients to design and deploy customized business processes to improve their operations. We have seen clients who have deployed BPM enjoy a 5X ROI in a very short time. See more at <http://www.buildermt.com/business-process-management.html>.

Why BuilderMT WMS?

In the competitive world of technology solutions for homebuilders, many changes have come to pass over the last five to 10 years. Software companies will tell you whatever you want to hear to make a sale. After a builder purchases a piece of software, with substantial investments of time and money, too often the builder learns that the software company has gone out of business, has no core knowledge of the building industry or is not interested in taking care of its clients as long as it receives its support and maintenance payments. This can leave the builder feeling trapped in a bad situation. Typically homebuilders do not find out the bad news until it is too late, and then it becomes a situation of throwing good money after bad, as they try to make a broken piece of software work rather than start over.

Questions you should ask our competitors

When going through the sales cycle with a software vendor, you need to understand this is not just a time for that vendor to sell you on its product. It is a two-way interview for each of our companies so you ultimately can make the right choice. Aside from the normal operational and functional requirement questions you will have for the vendor, you should also ask these questions.

- 1.) Is the solution you are offering based on the latest software technology to ensure that I will not end up with a dead-end solution?
- 2.) Does your system have an open architecture that will allow me to easily access ALL aspects of the data via reporting, and can I integrate external data sources into your system?
- 3.) If you are offering a total end-to-end solution, how many times per year do you perform major updates to those modules to keep up with demand of customer requests? Many times software vendors that are not a “Best of Breed” solution do not update their systems frequently due to fear of affecting the overall package.
- 4.) Does my input on the direction of your product matter? Do you base development roadmaps on the input of your customers, and, if so, how do you obtain that input?
- 5.) How did each of your modules come into existence within your organization? Many times, non-“Best of Breed” companies that claim to have an end-to-end solution have acquired their modules through acquisitions of other companies. These acquisitions can pose serious technology challenges for that vendor to integrate the acquired module into its existing solution. This will help you understand if it has “cobbled” together technology or created it itself. Many times it is harder to merge acquired technology into the fold than it is to integrate to a technology.
- 6.) Technology moves faster than most companies can keep up. How does your company plan for technology updates, and how do you migrate to new technologies with minimal impact on my organization?
- 7.) If you offer a fully-hosted solution, will I have full access to the data from external systems, and how can your hosted solution integrate to applications at my main office? This is critical, as most hosted systems have problems integrating to your systems outside of their pristine environment. This can become a real problem as your company grows with other systems internally that you need to integrate with the system externally.
- 8.) If I have problems with the software and/or want to discuss some ideas for new features in the software, do I have access to talk directly to the product managers and/or senior developers? This is critical because many

times senior developers are off-limits to you completely, leaving you feeling like you are submitting your ideas to a “black hole” never to hear any feedback.

- 9.) Do you have an online mechanism where I can check the status and update the status of my software enhancement requests? Do I get notified electronically when my feature or defect request has been added or fixed in a released version?

BuilderMT—Most award-winning software provider in the homebuilding market

BuilderMT has won the most awards for our technology in the industry, and we continually strive to advance our technology with innovative ideas and solutions. For information on all the awards that BuilderMT has received, please visit <http://www.buildermt.com/press.html>.

Give us the opportunity to demonstrate the difference!

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