



Making It Easier To Buy, Sell And Build Homes

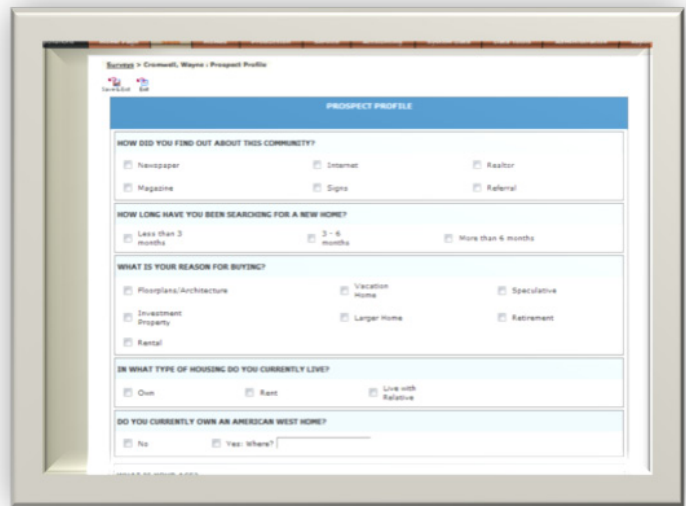
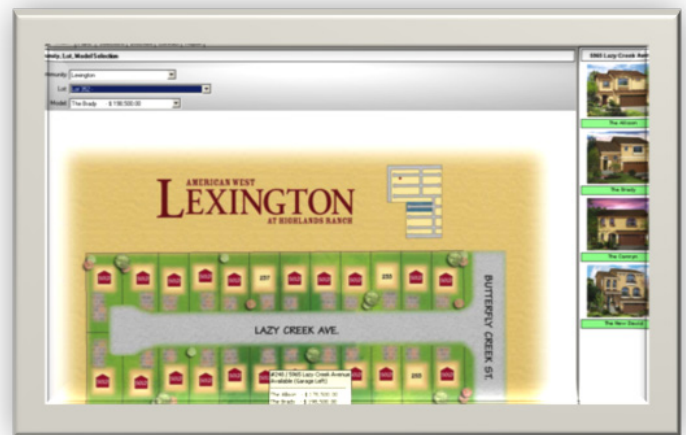
# SALES

**Kova Sales Pro** turns prospects into Buyers by using customizable campaigns, follow up workflows, while maintaining a full customer history from registration cards, surveys and email campaigns to generation of a complete sales contract, addenda, contingencies, deposits, change orders, cancellations, lot transfers and market homes directly.

**Demonstrate** your product with Kova Sales Pro using interactive community maps that highlight lot status with lot fit and anti-monotony rules. Dynamic floor plans enable your sales team to configure homes for buyers showing desired option configurations. Include photos or renderings of options to bring your plans to life. Create and save multiple versions for buyers and print customized brochures.

**Follow-up** with buyers with automated workflows including e-blast and printed letter campaigns. Or, filter your database to send specific follow-up communication to a select group. Kova Sales Pro tracks all communication with customer notes and enables your sales team to view customer history with the click of a button. Use customizable surveys to capture buyer preferences and demographic statistics.

**Close** sales faster with electronic sales contracts. Kova Sales Pro has customizable contract templates which leverage information captured throughout the sales process to streamline the sales contract process. Generate all contract documents with a single click. Kova manages multiple sales scenarios including lot holds, deposits, price adjustments, cancellations, lot transfers, back-up offers and market home sales.



300 Trade Center, Suite 3690 | Woburn, MA 01801  
Phone: 781.569.0090 | Fax: 781.569.0092



*"Kova Sales Pro has quickly become an invaluable tool for our sales associates and management. Our sales team uses Kova to demonstrate our homes and options and can create buyer worksheets that seamlessly lead to contracts. With Kova, sales information is always up-to-date and we have eliminated two administrative positions which used to track numbers. But the biggest benefit of Kova has been our ability to offer and manage custom changes. We are the only production builder in our market that offers custom changes. This added feature has been a key factor in generating more sales."*

*Kristen White  
Director of Sales  
Oakwood Homes, Denver*

## Kova Sales Pro Features:

- Interactive Community Maps with Lot Status, Lot Fit & Anti-Monotony Rules
- Dynamic Floor Plans & Options with Option Rules & Redlining for Custom Options
- Embedded Presentation Graphics Including Photos & Renderings
- Configure Each Prospect's Home & Save Multiple Home Configurations
- Print Customized Brochures
- Prospect Registration, Ratings & Customizable Surveys
- Workflow for Prospect Follow-up
- e-blast & Printed Letter Campaigns
- Track All Prospect Communication with Customer History & Notes
- Generate All Contract Documents On-Demand with Customizable Templates
- Manage Custom Options
- Track Realtor & Mortgage Information
- Manage Lot Holds, Deposits, Price Adjustments, Cancellations, Lot Transfers, Back-up Offers & Market Home Sales
- Deposits and Refunds Integrated with Accounting
- View Real Time Traffic, Conversion Rates & Prospect Interests by Model & Option



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