



# HYPHEN CRM

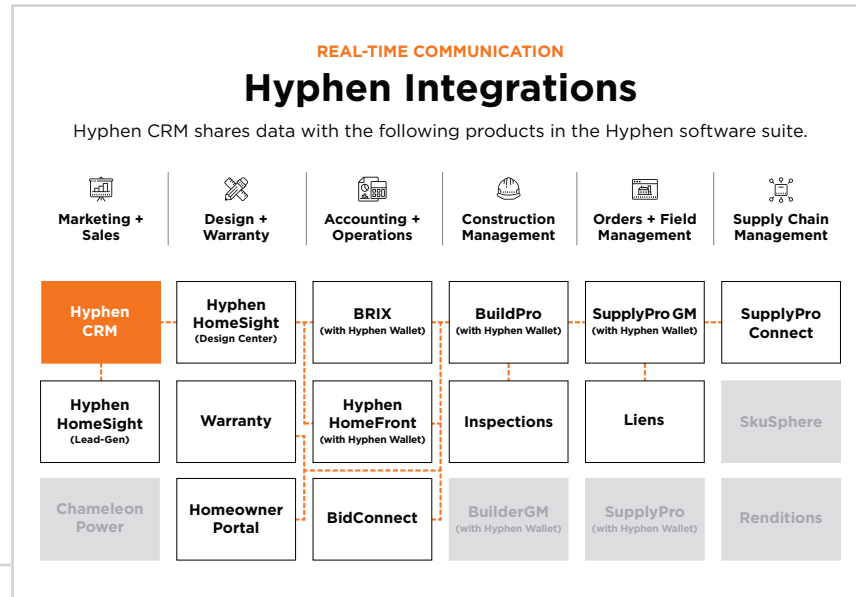
Convert More Leads to New Home Sales

Builders



Marketing + Sales

Cloud-Based | CRM (Customer Relationship Management) | Email Marketing | Lead Generation | Real-Time Communication | Reporting | Sales



Finally, a CRM you'll like using. Hyphen Solutions' Home Builder CRM allows Builders to optimize customer acquisition, enhance email marketing, and increase sales cycle efficiency by integrating sales and marketing data into a user-friendly platform tailored for both homebuyers and real estate agents.

## Centralized Sales Management

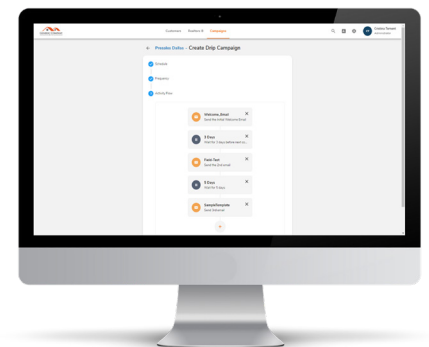
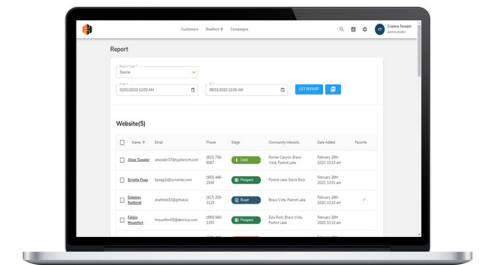
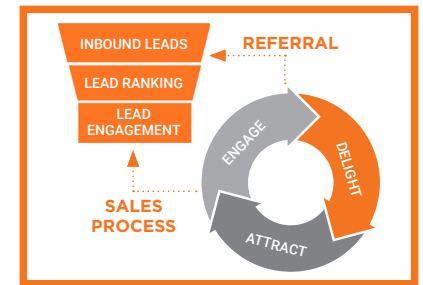
Hyphen CRM enables your team to log calls, create notes, send emails, and manage tasks for potential homebuyers and real estate agents—all in one place. Automate contact info extraction from your website for accurate data, saving time and reducing errors.

## Integrated Campaign Management

With Hyphen CRM, you can effortlessly create and manage marketing campaigns, from personalized newsletters to drip campaigns and one-off email communications. Gain valuable insights into campaign performance to maximize your time and effort. Advertise move-in-ready homes, share community updates, and promote sales incentives, all while delivering a seamless and engaging experience for your customers.

## A CRM Built for Home Builders

Easily track sales and marketing processes with activity timelines to nurture leads throughout the homebuyer journey. Use Hyphen CRM's reporting to monitor email and campaign engagement, driving smarter marketing decisions.



## The Critical Path of a Lead/Prospect



1. Marketing Captures Lead
2. Qualify Lead for Ranking
3. Sets Up On-Site Appointment
4. Ongoing Engagement in the Sales Cycle
5. Additional Departments Assist from Lead Capture Through Move-In

## HYPEN CRM

Built by Home Builders,  
for Home Builders

- ✓ Features modern technology and a clean, updated platform.
- ✓ Tailored specifically to the unique audience and sales cycle of Home Builders.
- ✓ Incorporates the latest sales and marketing trends.
- ✓ Empowers sales agents to focus on what they do best: selling, not managing technology.

## FEATURES

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- ✓ **Lead Generation:** Automatically pull contact cards from your website into the CRM for seamless organization.
- ✓ **Sales Cycle Management:** Create notes, send emails, log calls, and manage tasks directly from your CRM database.
- ✓ **Workflow at-a-Glance:** Visualize your sales process with easy-to-view timelines and step durations for prospects.
- ✓ **Campaign + Newsletter Management:** Create and manage personal drip campaigns and design newsletters for move-in-ready homes, community announcements, and more.
- ✓ **Analytics + Integration:** Track email and campaign engagement, and synchronize customer status with Hyphen HomeFront and BRIX ERP systems for accurate messaging.

Upgrade to a CRM You'll Love and Actually Use!

[Schedule A Demo](#)



[info.hyphensolutions.com](http://info.hyphensolutions.com)