

The Guide

to Self-Guided
Model Home Tours

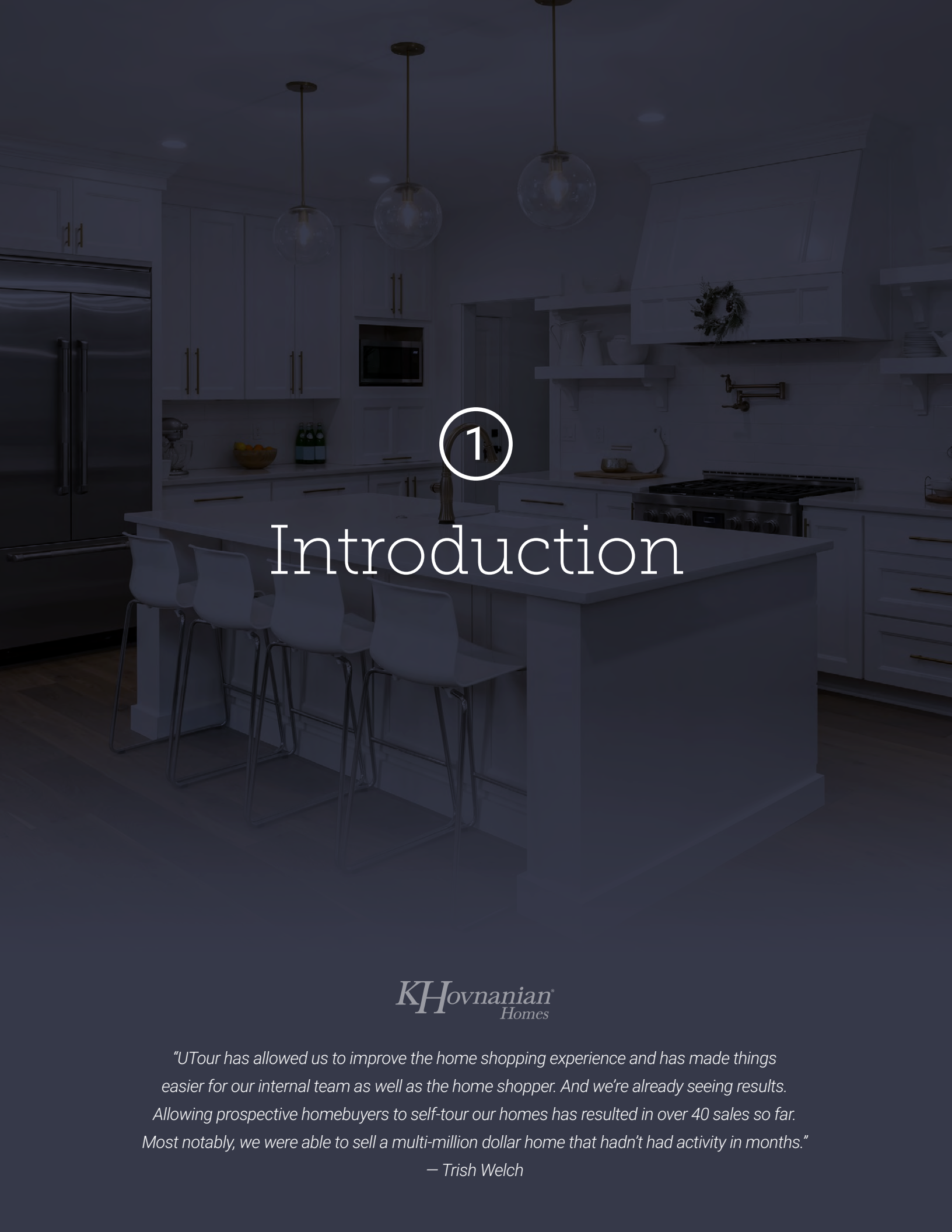


Utour[™]
Self-Guided Home Tours

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1

Introduction

KHovnanian
Homes

"UTour has allowed us to improve the home shopping experience and has made things easier for our internal team as well as the home shopper. And we're already seeing results. Allowing prospective homebuyers to self-tour our homes has resulted in over 40 sales so far. Most notably, we were able to sell a multi-million dollar home that hadn't had activity in months."

— Trish Welch

Driven by COVID-19's lasting impact on consumer behavior, the importance of a "self-service" and "no-contact" experience makes self-guided home tours a critical sales tool for homebuilders. Many of the self-service and socially distanced tactics innovated and employed by homebuilders out of necessity during the height of the pandemic in 2020 are now widely expected and demanded by home shoppers.

The homebuying process must now be an immersive, digital experience and home shoppers expect to have the ability to gather new home information on-demand, day and night.

Since it's industry-wide adoption in 2020, many homebuilders have utilized self-guided tours on their inventory homes, yet some still have reservations about offering self-guided tours on their model homes, citing concerns ranging from security to a perceived lack of "sales guidance" during a self-tour. However, many homebuilders are experiencing great success utilizing self-guided model home tours to create a customer-centric experience that is both scalable and repeatable.

Of course each builder has their own unique needs and processes; however, this guide will provide you with a "blueprint" — derived from the best practices and real-time feedback of current UTour builder partners — which you can then modify and customize to your specific needs.



This guide will help you to:



Understand the home shoppers' motives and preferences for self-guided home tours



Utilize recommended best practices for delivering the ideal self-guided model home tour experience



Understand the benefits of self-guided tours for your company and your sales team



Identify the devices and software necessary for self-guided model home tours

A man and a woman are seen from behind, standing in a modern home. The man is wearing a blue shirt and the woman is wearing a grey and black long-sleeved shirt. They are looking towards a large window or open doorway. The room has white walls, a wooden floor, and a modern chandelier is visible in the upper right corner.

②

Why Home Shoppers Prefer Self-Guided Home Tours



"Self-guided tours had always been on our roadmap at Mattamy, but we weren't sure when we would be able to implement them. That's where UTour came in. The UTour team went above and beyond to get us onboarded, offering ample support and training for our entire team. They made sure we were fully prepared prior to launch. UTour's platform is very intuitive and easy to use, and UTour has also created an automated follow-up campaign to help Mattamy Homes stay closely connected with our self-touring customers."

— Brigitte Fahl, Marketing Manager

While self-guided tours have become widely accepted and utilized by homebuilders in response to the COVID-19 pandemic, the tactic has been used by vacation property and rental property management companies for nearly a decade.

And yes, self-guided tours are also a great solution to social distancing concerns of home shoppers that do want to tour new homes, but are fearful of personal contact. But the demand and motivations of home shoppers for self-guided tours is much deeper.



This section addresses several industry problems that are solved using UTour's Self-Guided Home Tours platform. Today's home shopper wants to be in control of their engagement with the sales team. With UTour, home shopping is easier, smarter and more efficient — for both you and your home shoppers.

PROBLEM

1

Sales Team is Overwhelmed with High Volume of Leads, Appointments and Sales

With today's unprecedented market conditions, homebuilder sales teams are overwhelmed with managing the needs of both prospective buyers and current homebuyers. The expectations of providing a customer-centric sales experience for leads and prospects — while also meeting the demands of their contracted buyers — are outpacing the capacity of most sales teams.



HOW UTOUR SOLVES THE PROBLEM

With UTour, home shoppers can self-tour your available homes and decorated models, yet your sales team doesn't have to be personally accessible. The platform's optional, automated Alexa-powered voice and TourRTX chatbot services can provide home shoppers with instant responses to frequently asked questions. Your salespeople can monitor the self-tour process in real-time — anytime — or receive automated reports from the system that give them actionable insights into each visitor. **Think of UTour as the community salesperson's Virtual Assistant that never takes a day off and allows home shoppers to advance themselves through the sales process.**



PROBLEM

2

COVID-19 Conscious Home Shoppers

With COVID-19's lasting impact on consumer behavior, homebuilders now face the unique challenge of selling homes while protecting the health and safety of home shoppers and sales teams alike. The new home industry was already moving toward an on-demand, self-service experience, but COVID-19 put the process into hyperspeed. **Now more than ever before, home shoppers expect an on-demand, "no-contact" homebuying experience.**



HOW UTOUR SOLVES THE PROBLEM

Self-guided home tours have provided a safe way to tour new homes amid the need for social distancing due to the COVID-19 pandemic. UTour's solution allows home shoppers to schedule a private, 30 minute or one hour self-tour and be in complete control of the engagement with the builder's sales teams.



PROBLEM

3

Staffing Issues Due to Limited Availability of Sales Professionals

Hiring and retaining quality sales professionals has been a long-standing challenge for homebuilders. Talented and experienced salespeople can be expensive, and many simply don't want to work every weekend — a requirement for new home sales. Often homebuilders must compromise to fill the sales role, resulting in underperforming communities due to the salesperson's lack of experience and knowledge of new homes.



HOW UTOUR SOLVES THE PROBLEM

UTour's self-guided home tours platform offers a scalable and repeatable solution to allow home shopper engagement regardless of your sales team's availability. Below are several cases:

Self-Tours To Address Sales Manager's Off Days

In lieu of staffing models with untrained temps or part-time sales assistants, simply offer self-guided tours for the entire day on weekdays when the community sales manager(s) is off.

Sales "Hub" for Communities with Multiple Model Homes

If you have multiple product line models and/or models in various sections throughout the same community (i.e., they are NOT all located next to each other in a model home park), create a "sales hub" in one model home that will occupy your sales team. The remaining models can be converted to fully self-guided tours, thus reducing the staffing needs of the community.

Sales "Hub" for Local Area

If you have multiple communities within close proximity to each other, you can staff one community as the sales hub for that local area. All homes can offer self-guided tours for home shoppers and sales appointments can be held at the staffed community for all communities in this area.

PROBLEM

4

Need More Leads/On-Site Visits

According to Zillow's New Construction Consumer Housing Trends Report 2020, 59% of new home buyers prefer to tour homes in-person before making a purchase decision, yet the industry average for converting online leads to an on-site appointment is between 25% and 30%. This translates to 70% to 75% of leads never actually visiting the new home community. **Why?**



Lack of Convenient Access to Tour Homes

Today's home shoppers have busy schedules, and homebuilder's sales center hours are often limited to 10am to 6pm. In fact, 51% of new home shoppers surveyed said they would be more likely to tour in-person if they could do so before or after business hours.

Sales Pressure Avoidance

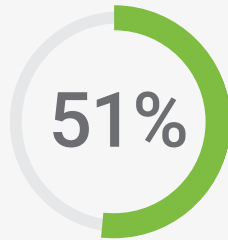
Many home shoppers simply don't want to engage with salespeople on their first visit. Per Zillow's New Construction Consumer Housing Trends Report 2020, 64% agree that it would be easier for them to self-tour homes on their own time, indicating "that they also prefer to tour without an agent or sales rep when experiencing a home for the first time." Today's home shopper wants to tour on their terms and determine if the home "looks as good in-person as it does online" without the help of a salesperson.

HOW UTOUR SOLVES THE PROBLEM

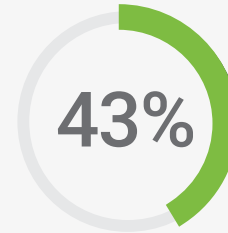
The current new home buying process is full of friction points that make on-site visits inaccessible. UTour creates interactive, self-guided tours for home shoppers — on their schedule, even early mornings or late evenings. Our platform combines on-demand unattended access, AI-powered voice and chatbot technologies, and smart home security, so home shoppers can enjoy a relaxing, personalized tour environment without sales pressure.

LATE
2019
PRE-COVID

UTour surveyed home shoppers who registered with a builder digitally (e.g., via their website or an ILS such as NewHomeSource.com, Zillow, etc.) but never actually visited the community in-person. We asked them to explain why they did not personally visit the community, and their responses were:



A majority of new home shoppers surveyed had wanted to visit, but couldn't conform to the standard sales center hours of 10am to 6pm.



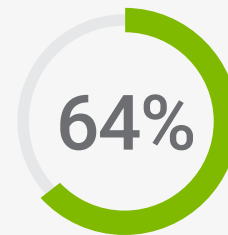
An additional segment of home shoppers stated that they didn't visit because they didn't want to meet with a salesperson immediately.

Zillow released their latest research on buyer behavior via *The New Construction Consumer Housing Trends Report 2020*. Several of the report's highlights pertain to self-guided tours, specifically:

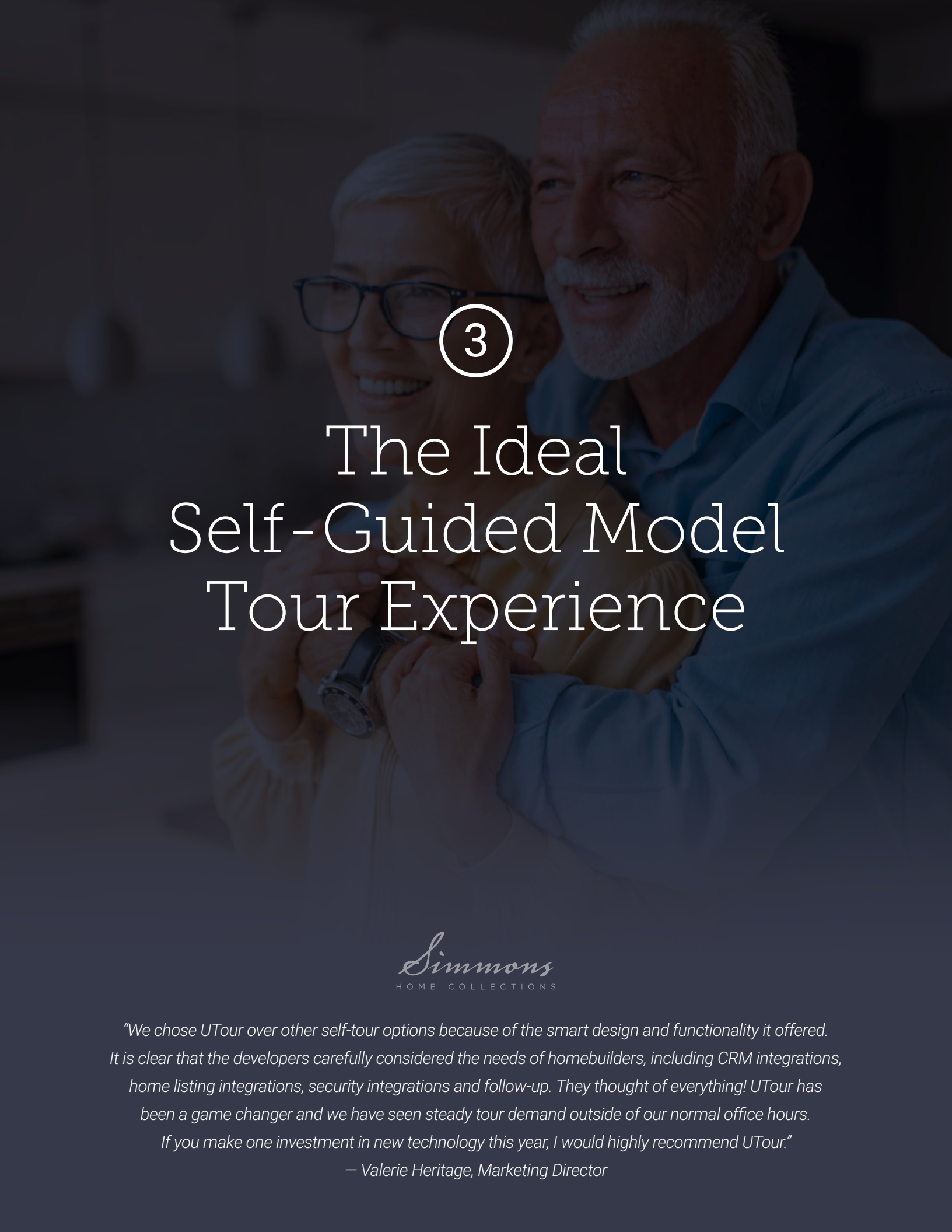
FEBRUARY
2021



More than half of new home buyers prefer to tour homes in-person before making a purchase decision.



An even greater majority of home shoppers confirmed their preference is to self-tour unaccompanied on the first visit.



3

The Ideal Self-Guided Model Tour Experience



"We chose UTour over other self-tour options because of the smart design and functionality it offered. It is clear that the developers carefully considered the needs of homebuilders, including CRM integrations, home listing integrations, security integrations and follow-up. They thought of everything! UTour has been a game changer and we have seen steady tour demand outside of our normal office hours.

If you make one investment in new technology this year, I would highly recommend UTour."

— Valerie Heritage, Marketing Director

Now that we've addressed why home shoppers prefer self-guided tours to the traditional "guided" tour via an on-site appointment with a salesperson — and identified the various industry problems that can be overcome with self-guided tours — let's detail the ideal self-guided model home tour experience for your prospective buyers.

The following is a step-by-step guide that adheres to the best practices learned from more than 65,000 self-guided tours since UTour's inception in 2020 and feedback from participating homebuilders, real estate agents and home shoppers.



PRIOR TO THE SELF-TOUR



1

Find a Home To Self-Tour



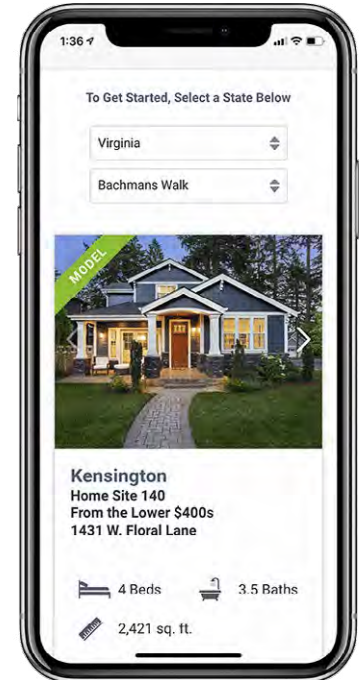
Online

A home shopper searching for new homes via your website (or via your paid community listing on NewHomeSource.com) clicks the “Schedule a Self-Tour” call-to-action button associated with a specific community and model home(s) to schedule their self-tour.



On-Site

If the home shopper is on-site at the community and wishes to self-tour, they simply scan the QR code located on the model home signage to schedule their self-tour via their smartphone. UTour’s platform operates via a web browser on the shopper’s smartphone (i.e., Safari, Chrome, etc.) — thus, there’s no app to download.



2

Schedule the Self-Tour

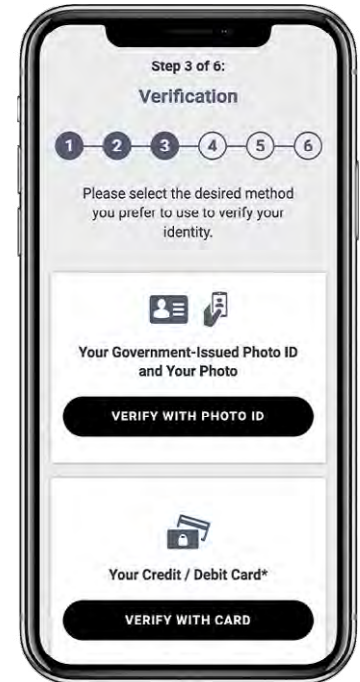
Both the online “Schedule a Self-Tour” button(s) and the QR code displayed on the community signage will direct the shopper to the web-based, white label scheduling site where they can select a date and time to self-tour the home. For on-site shoppers, “Tour Now” is an option to self-tour the home immediately (assuming a self-tour is not currently in progress with another shopper).



3

Identify Verification

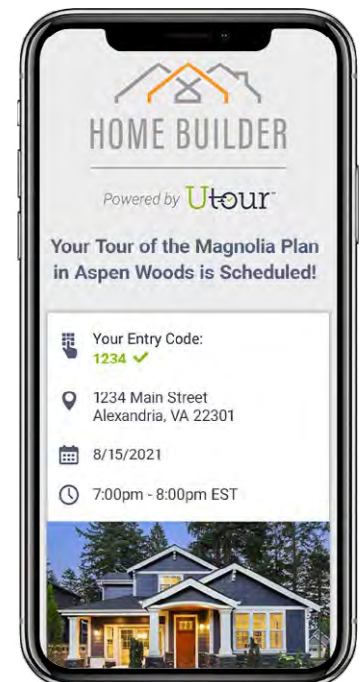
Via the white label scheduling site, the home shopper will create an account and verify their identity using a government-issued photo ID such as a valid driver's license or a credit or debit card. This identity verification is a one-time requirement during the account creation process. Future self-tours for this shopper will only require login credentials established during the initial account creation.



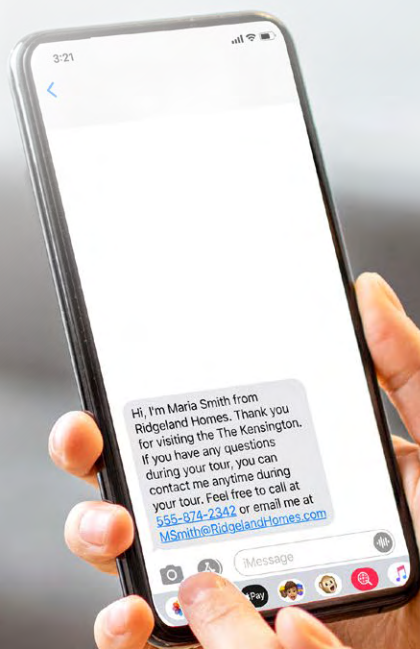
4

Automated Nurturing & Notifications

To complete the process, the shopper must agree to the builder-specific visitor terms and conditions. Once the terms are accepted by the shopper, their self-tour is confirmed and they receive their tour information including the reserved tour time, unique entry code to unlock the front door, driving directions and more. Additionally, an automated pre-tour nurturing campaign is automatically delivered via email and text messaging to the home shopper. The builder's team is also notified via text and email automatically when tours are scheduled, completed, rescheduled, etc.



DURING THE SELF-TOUR



1

On-Demand Access

The home shopper will enter their unique 4-digit access code to gain entry via the smart lock on the front door. This entry code will automatically unlock the door and disarm the security alarm system. The home shopper has either one hour or 30 minutes to self-tour the home (the self-tour duration offered is chosen by the builder).



2

Automated Welcome Engagement

Voice



Via an Alexa-enabled, motion-sensing light switch in the foyer, the home shopper is greeted automatically by UTour's AI voice feature (powered by Alexa), welcoming them to the model home and informing them of other Alexa-enabled devices throughout the home which allow them to get instant answers and information about the home and community.

Chatbot



Within minutes of entering the home, the home shopper receives an automated text message via their smartphone, introducing them to a community salesperson and encouraging them to contact that salesperson during or after their tour to discuss next steps. A second message will also be automatically delivered from the TourRTX chatbot, notifying the shopper that they can ask questions by replying to the automated text message on their smartphone to receive instant answers and information.

3

Self-Discovery Aided by AI Technology



Voice

As the shopper tours the model home, motion sensors will activate the Alexa-enabled devices in key rooms of the home such as the kitchen and owner's suite. Alexa will automatically share customized content and encourage the shopper to learn more by asking questions (i.e., "Alexa, ask the New Home Assistant about the cabinets.") to receive instant responses. In the kitchen, via an Amazon Echo Show device, shoppers can watch videos and use live video to connect with a salesperson if desired.



Chatbot

As the shopper tours the home, home shoppers can also send their questions to the TourRTX chatbot over text message to receive automated responses. This engagement occurs via the shopper's smartphone and thus, doesn't require any additional hardware or devices — plus the chatbot can communicate in over 100 languages.



AFTER THE SELF-TOUR



1 Self-Tour Concludes & Access Expires

The home shopper's entry code and access expires at the conclusion of the scheduled self-touring time (either 30 minutes or one hour). Automated reminder notifications are delivered to the shopper five minutes before their tour expires, reminding them to exit the home in accordance with the scheduled end time of their self-tour reservation.



2 Automated Sales Engagement Nurturing

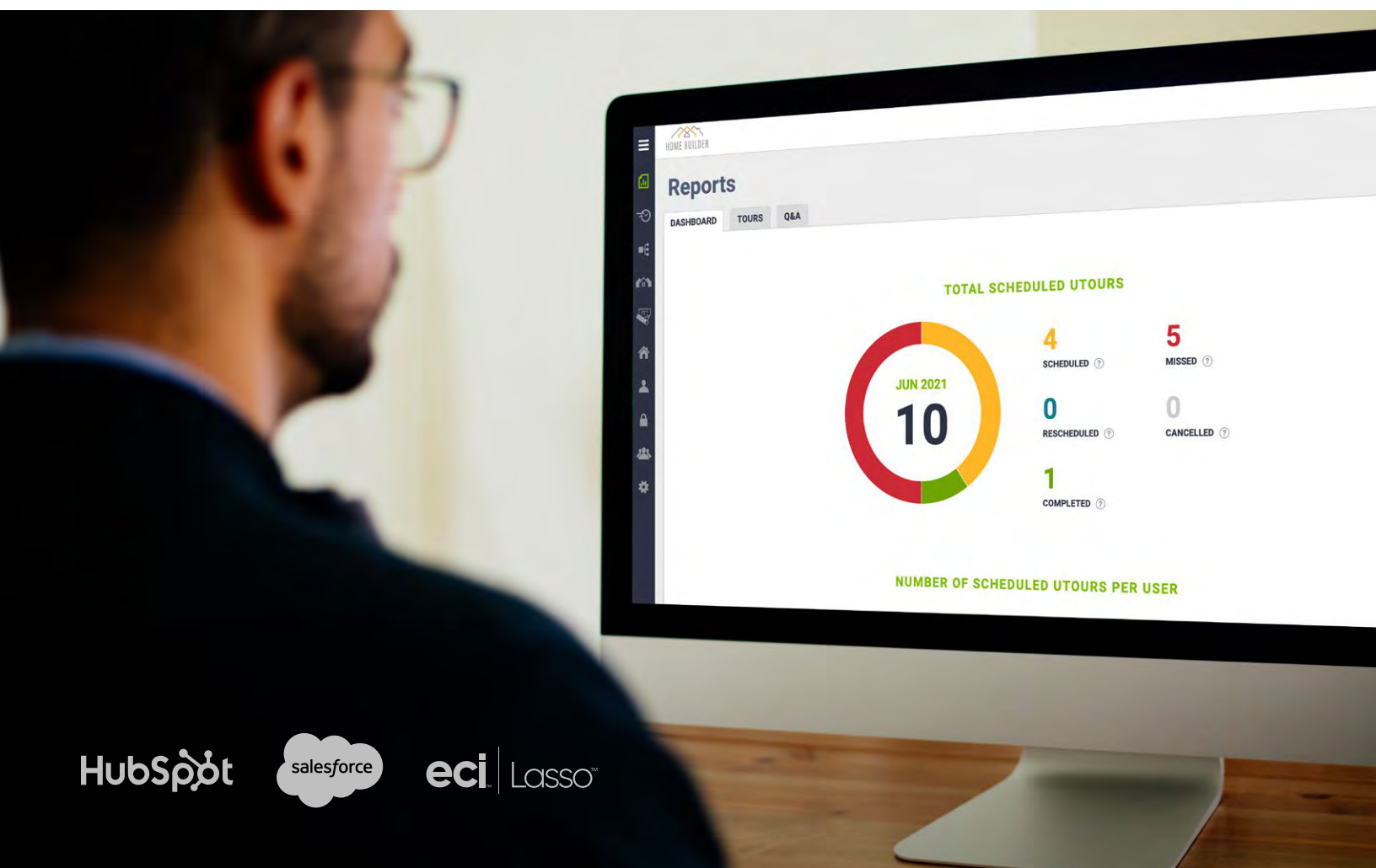
Automated nurturing emails and text messages are sent to the home shopper encouraging them to contact the salesperson to discuss next steps (i.e., a virtual or in-person sales appointment). With TourRTX, home shoppers can continue to ask questions and engage with the AI chatbot well after their self-tour and from any location. They can simply text additional questions and get instant, automated answers.



3 CRM Integration & Tour Reporting

All home shopper and self-tour data including the shopper's contact information, tour duration and details on any engagement with the AI technologies during their self-tour are automatically sent to the homebuilder's CRM (UTour is integrated with Salesforce, ECI Lasso CRM, Hubspot and others). Reporting is also available on-demand via the Builder Portal.

Note: Each UTour client receives their own personalized UTour Builder Portal, a web-based content management system for managing community and home settings, self-tour settings and availability, remote access control, tour and visitor reporting, and more.



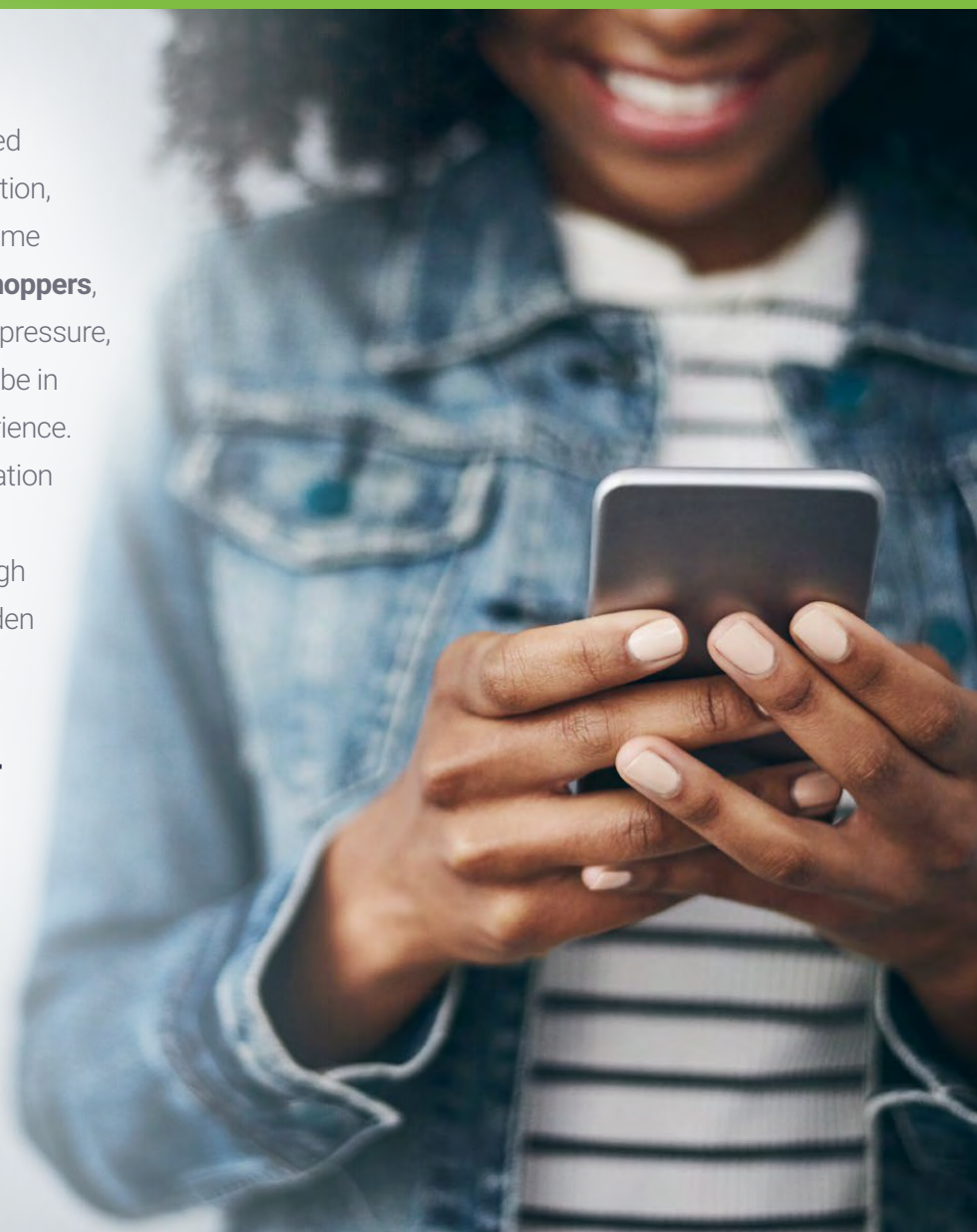
HubSpot



eci | Lasso

The self-guided tour experience, as outlined by the step-by-step framework in this section, is designed to make life easier for both home shoppers and homebuilders. For **home shoppers**, the on-demand access, without the sales pressure, provides the freedom and the flexibility to be in control of their new home shopping experience. For **homebuilders**, UTour's built-in automation aids in managing the overwhelming lead volume to nurture leads and buyers through the sales funnel — while reducing the burden on the sales team.

Our self-guided model tour experience is exciting and intuitive, and our team is available to help every step of the way.



For detailed experience maps from the point of view of the home shopper, the homebuilder and the builder's sales team, use the links below:



The Home Shopper
Experience



The Homebuilder
Experience



The Sales Team
Experience

4

The Technology to Deliver the Ideal Self-Guided Model Tour Experience



"UTour is a safe, trusted system that has increased our efficiency immensely. It's really helped control traffic in our main model. Their platform is user-friendly for both our home shoppers and sales team to navigate. UTour also integrated flawlessly with our CRM system to ensure all of our new leads were logged into Lasso. And our home shoppers love the additional freedom to experience our homes after hours when site agents aren't there. It's been a win-win. The UTour team has answered all of our questions diligently and thoroughly — WONDERFUL customer service!"

— The Sales and Marketing Team

REQUIRED DEVICES FOR SELF-GUIDED HOME TOURS

UTour's platform uses a cellular hub to deploy unique access codes to a Z-Wave lock on demand — independent of the lock — and communicate with the UTour platform in the cloud. Thus, the lock can remain at the home when sold. Homebuilders can simply relocate the hub to another home and re-sync to the new home's door lock.



Hub

Device: UTour Cellular Hub

Purpose: The hub is a cellular device that communicates with the Z-Wave smart lock on the front door and the UTour platform.

OR



Control Panel

Device: Qolsys IQ Panel 2 Plus 7" HD Touchscreen

Purpose: The Qolsys Control Panel can be used in lieu of the UTour Hub. As with the Hub, this Control Panel provides cellular connectivity and is paired with the Z-Wave smart lock on the front door, allowing the lock to communicate with the UTour platform.



Smart Door Lock

Device: Z-Wave Smart Deadbolt Lock from Kwikset (SmartCode 914 or 916), Schlage (Connect468 or 469) or Yale (Assure 216 or 226)

Purpose: The Z-Wave smart lock is installed on the home's front door and is paired with the UTour Hub for the lock to communicate with the UTour platform.



RECOMMENDED DEVICES TO DELIVER THE IDEAL SELF-GUIDED MODEL TOUR EXPERIENCE

Alexa-Enabled Devices

Device: Echo Show 10 HD smart display with motion and Alexa or Echo Dot with smart speaker

Purpose: Both Echo devices will allow home shoppers to ask questions and receive instant answers. However, the Echo Show 10 has a 10" HD monitor with built-in motion sensing, which can be used to give an automatic greeting and encourage home shopper engagement. The screen allows a builder-specified image to display with every Alexa response and the ability to connect with a salesperson via the Zoom live video feature.



Control Panel

Device: Qolsys IQ Panel 2 Plus 7" HD Touchscreen

Purpose: The Qolsys Control Panel replaces the UTour Cellular Hub and is paired with the Z-Wave smart lock on the front door, allowing the lock to communicate with the UTour platform, as well as the security system and smart home automation via Alarm.com. This control panel is a dual-path device, meaning it has both cellular and WiFi connectivity built-in to communicate and control both Z-Wave and WiFi connected devices.



Video Doorbell

Device: Alarm.com Video Doorbell

Purpose: This smart video doorbell lets you to remotely see, hear and speak to visitors, plus monitor the front door at any time through a livestream on the Alarm.com app.





Motion & Contact Sensors

Device: [Qolsys Wireless Door/Window Contact Sensors](#) and [IQ Motion-S Motion Sensors](#)

Purpose: The wireless door and window contact sensors are integrated with the Alarm.com security platform to indicate when doors or windows are open. The motion sensor will detect movement in any room and can automatically re-arm the alarm system when it identifies inactivity in the home at the conclusion of a self-guided tour.



Smart Light Switch with Alexa Built-In

Device: [iDevices Instinct Smart Light Switch](#) with built-in Alexa and motion sensor

Purpose: The Instinct switch has a built-in motion sensor and will detect when a home shopper enters the home via the front door. With its built-in Alexa feature, the device can then instantaneously offer a welcome greeting and inform the shopper of the other Alexa-enabled devices available throughout the home.



Video Camera (Indoor)

Device: [Alarm.com 180° HD WellCam](#)

Purpose: This indoor 180° camera angle allows builders to monitor large areas without having to purchase multiple cameras and is often located in the Great Room or Living Room (any location with the widest and most unobstructed views).

RECOMMENDED DEVICES BY ROOM



iDevices Instinct Smart Light Switch
with built-in Alexa and motion sensor



OR Echo Dot with smart speaker



Qolsys IQ Motion-S
Motion Sensors



Alarm.com 180°
HD WellCam



Echo Show 10 HD
smart display with
motion and Alexa



Qolsys IQ Motion-S
Motion Sensors
(if applicable)



Qolsys Wireless
Door/Window
Contact Sensors



iDevices Instinct
Smart Light Switch
with built-in Alexa
and motion sensor



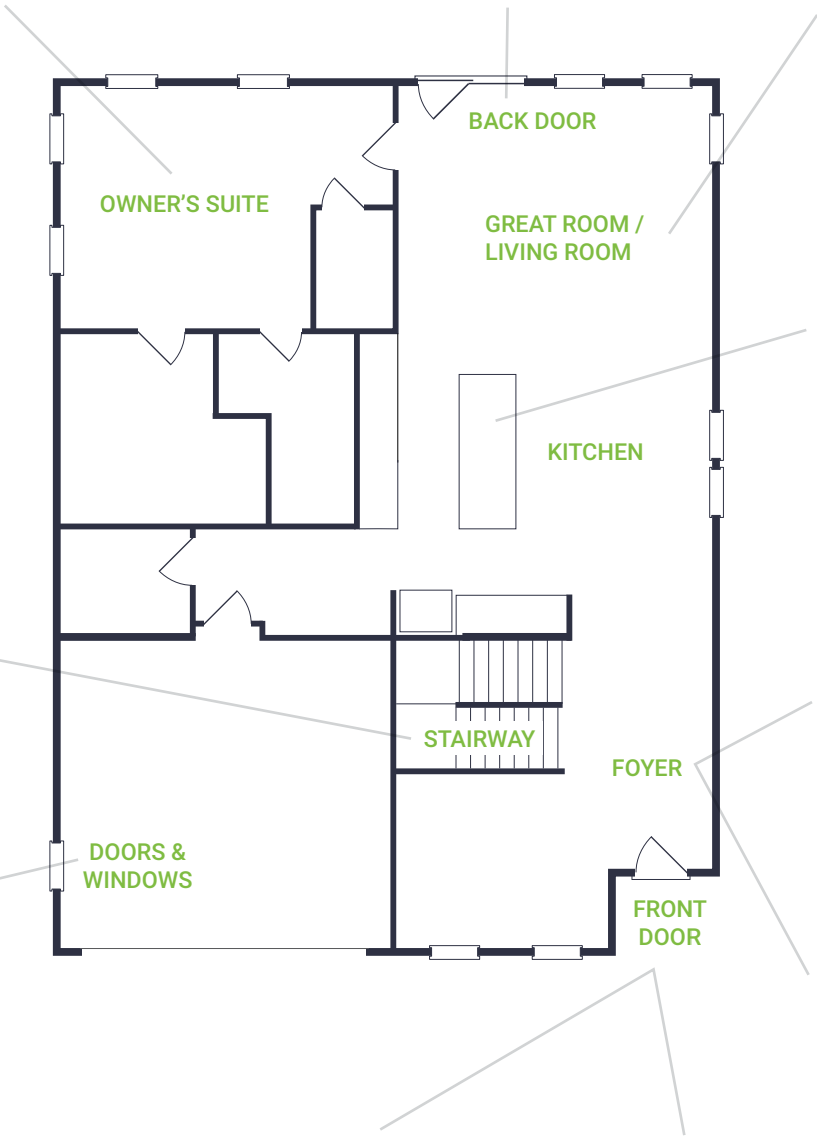
Qolsys IQ Panel
2 Plus 7" HD
Touchscreen



Z-Wave Smart Deadbolt
Lock from Kwikset,
Schlage or Yale



Alarm.com
Video Doorbell



RECOMMENDED SMART HOME SECURITY PLATFORM



Alarm.com's [Builder Program](#) makes it easy for homebuilders to outfit model homes with best-in-class smart home technology that is fully integrated with UTour's self-guided tour platform. UTour's platform not only provides the self-guided tour experience home shoppers demand, it showcases the "wow" factor of smart home technology and automation, helping the builder differentiate their homes from competitors.

Alarm.com technology offers cellular communication to the cloud, allowing builders to take advantage of energy savings and access management prior to closing — all without Wi-Fi. Alarm.com's Community Management service provides an enterprise dashboard for seamless management of multiple model or vacant spec homes across various communities and, of course, a seamless integration with UTour.

*Sources: Redfin Market Insights, US Census Bureau & National Association of Realtors



Alarm.com's Community Management Service Includes:

AUTOMATION

- Enterprise Security Console
- Sensor Activity Monitoring
- Sensor Reports
- Unexpected Activity Alerts
- User Code Management
- Full Automation

SECURITY

Everything in Automation, Plus:

- Remote Arming/Disarming
- Scheduled Arm/Disarm
- Integrated Arm/Disarm with UTour Self-Tours
- Image Capture on Alarm
- Wireless Two-Way Voice
- Severe Weather Alerts

5

Best Practices for the Ideal Self-Guided Model Tour Experience



"Our sales process has become more streamlined and we've seen overall improvements since partnering with UTour. UTour allows us to meet the demands of modern home shoppers and create a personalized buying experience. We're seeing our prospects connect on an emotional level — without a salesperson present. We recently had two sales conversions where the shopper began their journey with a self-tour and later came directly to our sales team ready to purchase a similar floor plan. UTour has supercharged sales team productivity."

— Anthony Kent, Vice President

The UTour platform supports both model home and inventory home self-guided tours, with each option being frequently utilized by our builder partners. Due to the inherent differences between model and inventory homes, we've identified a few key areas to consider prior to implementing model home tours.

The following best practices take into account the presence of salespeople, outline recommended security protocol and more.



Self-Tour Availability for Model Homes

We do NOT recommend offering self-tours around the clock, rather, we recommend offering self-guided tours **no earlier than 6am** and **no later than 9pm** to be respectful of other residents in the community.

We also do not recommend offering self-tours during sales center hours for staffed models, as this can create confusion amongst both visitors and the sales team. For staffed models, you'll want to offer self-guided tours **before or after normal sales center hours**, which are typically 9am to 6pm.



Example

Assuming the model home sales hours are 10am to 6pm, self-guided tours should be available from **6am until 10am**, then not available from 10am to 6pm and then activated once again from **6pm until 9pm**.

In addition, we also advise homebuilders to lock their sales center and sales offices to keep their business operations, equipment and documentation secure. Self-guided tour visitors can still tour the model home after hours; however, it is not necessary for them to access the sales center.

Integrated Security with Alarm.com

Most homebuilder model homes have a monitored security system to protect the model home during off hours and with UTour's partnership with Alarm.com, that security system can be integrated with UTour's self-guided tour platform.

Once integrated, the self-tour system and the monitored security system will be connected. As home shoppers enter their unique access code into the smart lock on the front door to gain entry, the home's security system will automatically disarm. At the conclusion of the self-tour, the security system will automatically rearm to once again protect the home.



Amazon Alexa Best Practices

Most builders are familiar with using voice commands for Alexa-enabled devices to demonstrate smart home features such as turn on/off lights, closing window blinds, locking the doors, etc. However, UTour's utilization of Alexa goes far deeper, giving builders the opportunity to provide self-tour visitors a consistent sales presentation.

Below are some best practices to consider as you develop your specific Alexa response content.

Develop Simple and Conversational Questions

Humans typically ask questions in their simplest form. For example, if a home shopper is asking a salesperson a question they wouldn't say, "Tell me about where [Builder Name] builds," they would likely say, "Tell me where else you/they build." The more specificity the question has, the less likely the Natural Language Understanding Model (NLU) will understand it. NLU is the model built on top of the underlying Alexa infrastructure that tells the Alexa device how to respond when it hears certain commands. The Alexa device looks at the intent of the question which is listed in the Content Type/Topic section of the UTour portal. If a home shopper doesn't say the question exactly as it is written in UTour, Alexa will still be able to answer it.

Condensed Word Counts

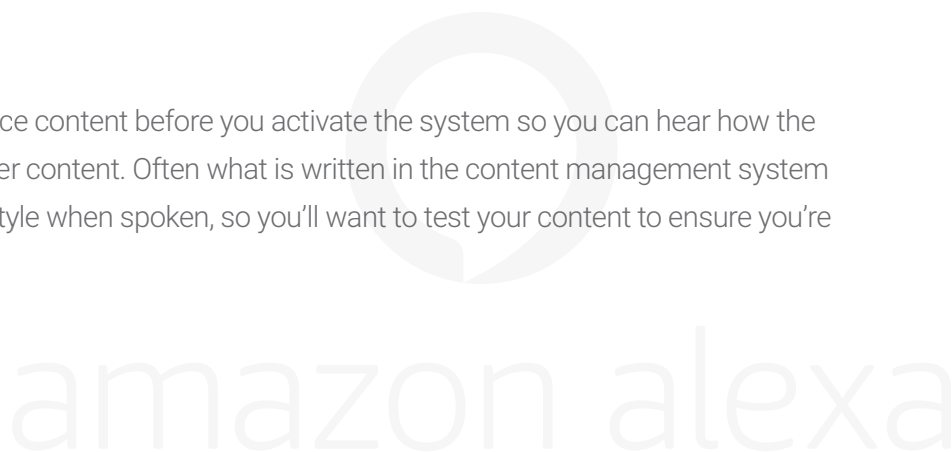
Answers should be no more than 75-100 words. We have found that people tend to stop listening to an answer that's over 100 words.

Be Specific, Yet Brief

Answers should provide specific information and details to ensure the home shopper is obtaining the desired information; however, be mindful of the word count recommendation and the audio delivery of the content by the AI voice device.

BETA Test

We recommend testing the voice content before you activate the system so you can hear how the Alexa device delivers the answer content. Often what is written in the content management system may not be conversational in style when spoken, so you'll want to test your content to ensure you're achieving the desired results.



On-Site Signage

UTour provides all of our clients with marketing deliverables, including signage, which can be easily versioned with your logo, URL and contact information using our supplied creative templates. If preferred, you can repurpose this content and messaging into your own builder-branded marketing and use our provided templates and content as a guideline for messaging when promoting self-guided home tours to your prospective buyers.

With that in mind, we recommend placing signage in front of your model home to share that self-touring is an option. The sign can utilize the provided UTour URL (specific to each builder) or a QR code to direct shoppers to the white label scheduling site to start the self-tour process. **UTour's Builder Portal includes the ability to easily generate community-specific and home-specific QR Codes in a PNG or SVG file format.** Once the preferred file type is downloaded, the QR Code can be easily added to your model home signage, brochures, flyers, sales displays, etc.



Post-Tour Lead Nurturing

At the conclusion of a self-guided tour, the home shopper will receive a text message and two additional emails encouraging them to reach out to the sales team to take the next steps in the homebuying process (visit UTourHomes.com/Notifications for content examples). It is also at this time when UTour will automatically deliver the home shopper information and tour details to the homebuilder's CRM.



Missed or Canceled Tours

When a self-tour is missed or canceled, the visitor data should be treated as an “eLead” (since the visitor did not actually self-tour on-site) and directed to the OSC’s module within the CRM to trigger the normal lead nurturing processes managed by the OSC for all eLeads.



Completed Tours

For completed self-guided tours, which indicate an in-person visit, the visitor should be treated as a “walk-in” prospect and transferred to the community sales team module in the CRM. The assigned community salesperson can then execute their normal follow-up tactics as they would with their typical “walk-in” traffic.

Ready to Go. Ready to Customize.

UTour can be launched to fit within your homebuilder brand. It becomes a seamless extension of your website and a vital tool to help you sell more homes.

Learn more and schedule a demo at UTourHomes.com



A hand holding a pen, with a digital overlay of a network graph and binary code. The background is dark blue with a network graph of white dots and lines. Binary code '01' is visible in the background. The text '⑥' is centered in the middle of the image.

⑥

Partners & Integrations

Integrated Technology

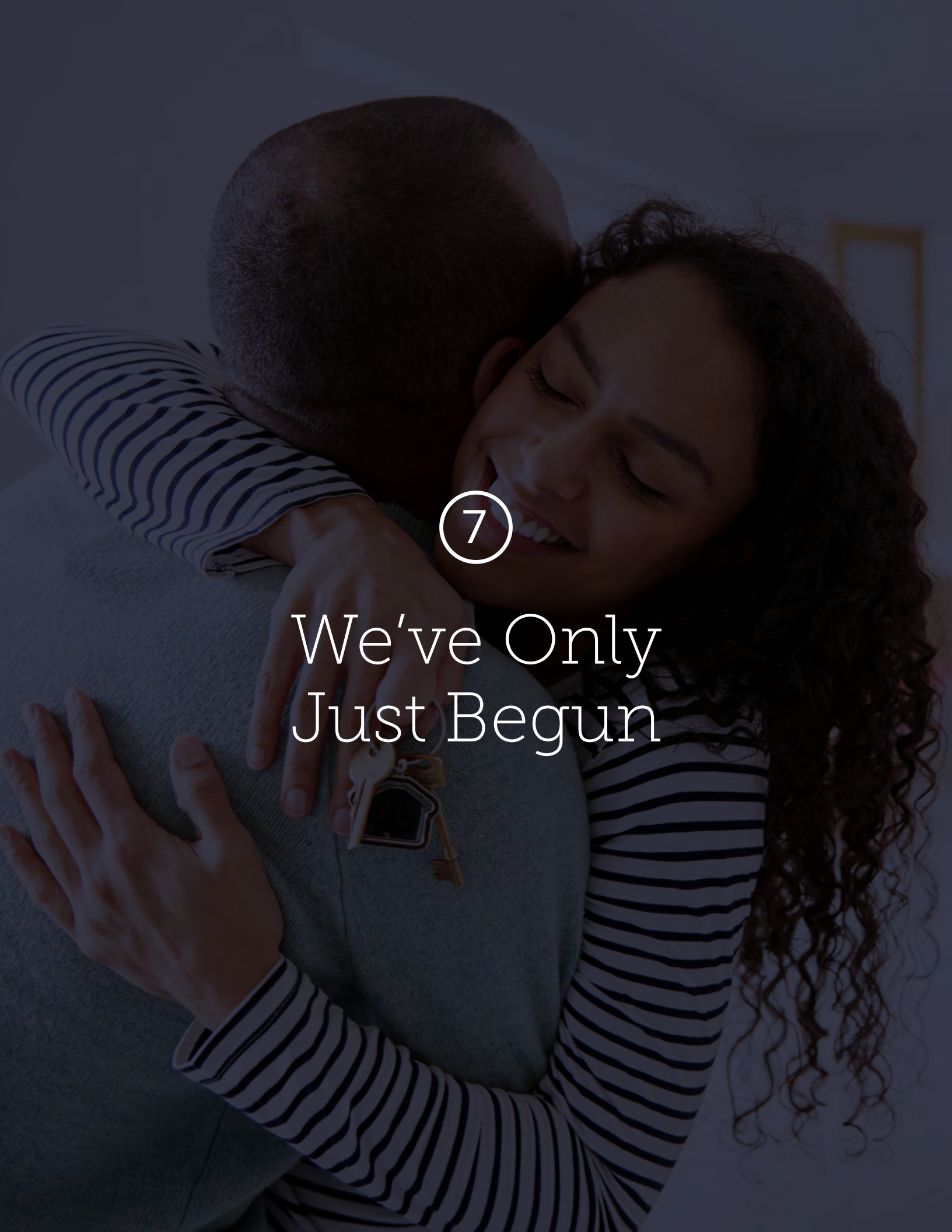
UTour allows for seamless integration with a wide range of platforms and technology to help maximize the experience for home shoppers and the homebuilder team.



Industry-Leading Partners

UTour works with some of the most respected companies in homebuilding, marketing and home automation to help create the smoothest experience for you and your customers.



A romantic couple embracing. The man is wearing a grey t-shirt with a key on a chain around his neck. The woman is wearing a black and white striped shirt and has her eyes closed, smiling. The background is a soft-focus indoor setting.

7

We've Only
Just Begun

Our goal at UTour is to deliver the home shopper's expectations of an on-demand experience where they feel empowered and in control, while also serving the homebuilder's sales teams to provide a scalable and repeatable process that is customer-centric, efficient and effective.

As technologies evolve and adoption increases, we are committed to ensuring our platform adapts to meet the needs of home shoppers and homebuilders alike, helping more prospective homebuyers find their dream home AND helping builders by bringing more prospective buyers to your door.

We are always looking to learn, grow and improve. If you have any additional suggestions or best practice recommendations you would like to share, we would be grateful for your insight. Simply email us at [**Info@UTourHomes.com**](mailto:Info@UTourHomes.com).

We are grateful for your collaboration!





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