



CONTACT: Antoinette Vega
The Powell Group
214/522-6005 ext. 106
av@powellgroup.net

OVERHEAD DOOR ENVISION A NEW WAY TO MARKET OPTIONS

Envision is an options management solution created by New Home Technologies, a group representing 36 of the nation's largest homebuilders and 13 leading manufacturers. Overhead Door, along with more than 150 manufacturer brands, has a range of products in the Envision System.

The Envision application is a flexible, scalable solution that works for builders of all sizes and can be integrated with other systems or set up manually. Rich product information including descriptions, photos, warranties and sales tips are provided to users. Envision spans the entire lifecycle – presales, design and post close.

The site features four modules:

- Product Manager - A manufacturer's tool that provides a one-stop-shop for product information and enables manufacturers to market directly to buyers.
- Options Manager - Enables builders to match products to options that they offer.
- Design Center Manager - Targets design studio staff who can see their customer's "wishlist" on the site before a design studio appointment and offer products accordingly.
- Envision Design Center - Allows buyers to see only the options available to them on builder private-label sites, providing the information they need to make a home truly their own.

Builders using Envision are experiencing significant options upgrade sales. Consumers are more satisfied with the way they can review and order materials for their new homes, spending less time in design center appointments. Envision offers reduced cycle time from contract to final selections and the convenience of storing warranties on-line.

New Home Technologies offers an online demonstration of Envision every Friday at 10:00 a.m. CST. Email builders@newhometechnologies.com to sign up.

See Overhead Door on Envision today!

The Overhead Door brand includes a broad range of garage doors and openers for residential, commercial and industrial construction applications. The company's products are available through a network of more than 400 Ribbon[®] distributors. Overhead Door is a division of Dallas-based Overhead Door Corporation. Overhead Door created the original overhead

garage door in 1921 and the first garage door opener in 1926. For additional information, visit www.overheaddoor.com.