



# Residential Construction Industry Software Solutions





# Maximize Your Profit Potential. Elevate Your Home Sales.

Discover a comprehensive suite of seamlessly integrated, cloud-based business management solutions from ECI designed exclusively for residential builders, remodelers, developers, and trade contractors.

## MarkSystems

Business management software for production and semi-custom home builders in the residential construction industry. From prospecting through warranty, it is your sole source of truth in new home construction.

## BuildTools

Project management software for custom home builders and remodelers. Built by builders for builders, it lets you organize the chaos of construction, keeping all your project information – budgeting, scheduling, communication, and documents in one place.

## Bolt

Web and mobile-based software for small to large trade contractors in the new residential construction industry. Built for the trades by the trades, it provides project management and scheduling functionality to manage their business, reduce wasted trips, and track and collect extra purchase orders.

## Lasso CRM

CRM for home builders, real estate developers, new home agencies, and manufactured homes empowers businesses to convert prospects into customers efficiently by streamlining sales processes, automating follow-ups, and providing personalized interactions to drive successful conversions.

## Insearch

It lets you deliver a remarkable customer experience online or onsite to meet buyer expectations in new home construction and outshine your competitors. Leverage our online sales center and online design center software solutions to deliver interactive content and virtual tours.

## LotVue

Lot management software for home builders and land developers. Home builders can engage and convert more home buyers online while managing lot inventories more efficiently. Land developers can better manage their lots and communicate with home builders with our lot management software.

# We understand the challenges you face in today's construction landscape.

That is why our comprehensive industry software solutions are designed to empower you at every stage of your projects, ensuring efficiency, cost-effectiveness, and successful outcomes.

## MarkSystems benefits

- Reduce errors, eliminate redundancy, and improve the accuracy of information shared between departments with an end-to-end system.
- Reduce costly purchasing, production mistakes, or project delays and improve organizational teamwork and efficiency.
- Decrease build cycle times and minimize variances.

## BuildTools benefits

- Streamlines the bidding process and makes it easy for subcontractors to submit bids.
- View project schedules for all your resources—subcontractors and employees—across all your projects.
- Send a package of documents to a group of subs and let them respond to the bid via email or by going into the system.

## Bolt benefits

- Manage your schedule, track your time, and update job details on-the-go.
- Work within Bolt's mobile app in Spanish or English.
- Prevent wasted trips to the job and add profit to the bottom line of every job.
- Document verbal agreements with builders.
- See your per-job profit and loss.

## Lasso CRM benefits

- Workflow, projects, co-buyers, templates, and messaging that you need, not just a blank slate to make your own system.
- Automate community-specific settings, lead rotations, appointment activity management, and sales processes.
- Connect with industry-specific tools to support the homebuyer and homeowner journey.

## Insearch benefits

- Provide buyers with the transparency and self-service they are looking for by allowing them to review and select the options for the various plans offered and build wish lists.
- Connect to builders' ERP to ensure a sole source of information is being presented to the home buyer.
- Get homes to market quicker with virtual tools and increase home and option sales through a transparent buying process.

## LotVue benefits

- See business-critical data, view critical information, and make strategic decisions without additional data entry or manipulation.
- Visualize your lot inventory easily, including construction progress, sales, status, budget, schedule variance, and architectural information.
- Integrate existing data in your company's construction management applications, CRM systems, ERP and financial applications, and Excel and Google documents in one place.





## What our customers are saying:



“ MarkSystems helps integrate all departments together so we can use the same data and do less repetitive actions when using the system. I would definitely recommend MarkSystems to another home builder.”

**Derek Peterson**  
General Manager, *Wonderland Homes*



“ LotVue has made it so much easier to access the information we need to make marketing decisions. We get real-time information that’s accessible with just a few clicks.”

**Mike Hess**  
Executive Vice President, *Vantage Homes*



“ BuildTools helps me run my business better. It’s as simple as that. It’s increased my gross margin 2.5 points per house. It’s amazing. I can manage the business better than I ever could the old way.”

**Mark Molthan**  
President, *Platinum Series Homes*

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