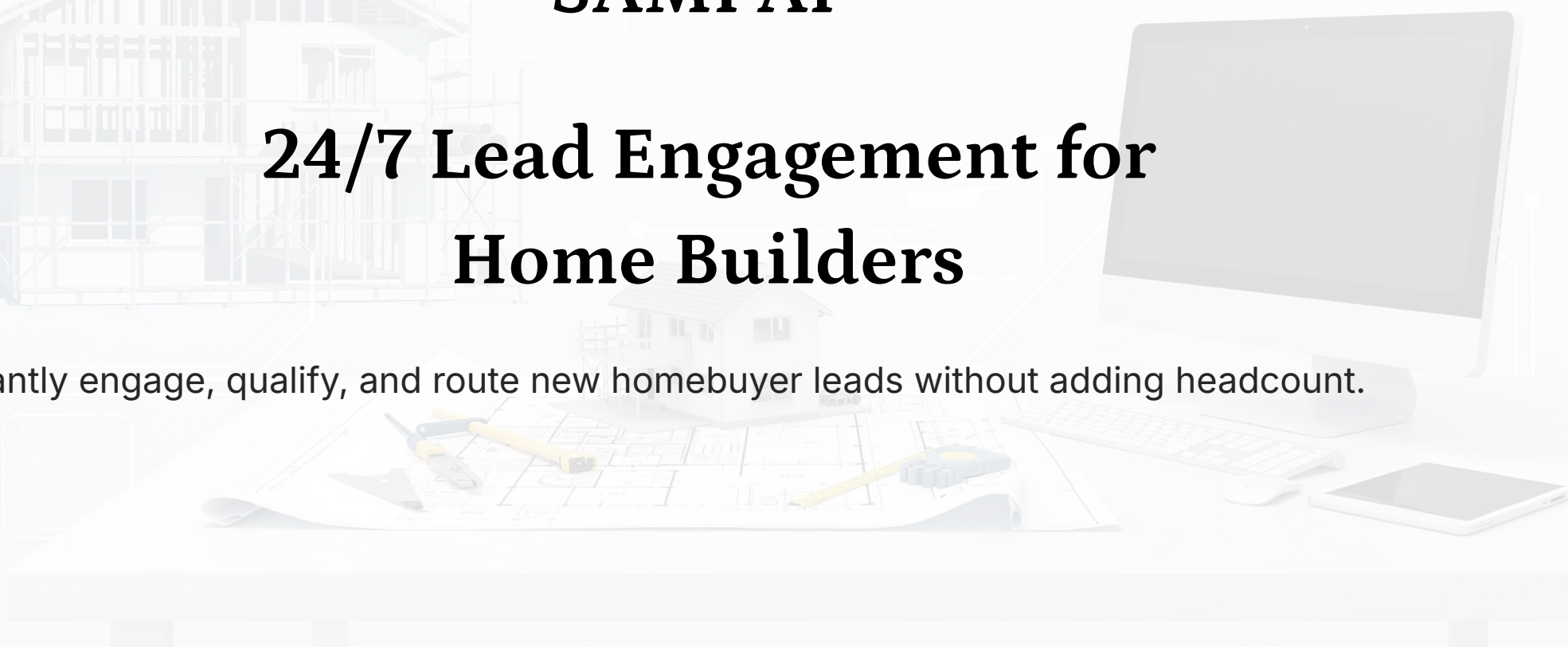




SAMI AI

24/7 Lead Engagement for Home Builders

Instantly engage, qualify, and route new homebuyer leads without adding headcount.



What is SAMI AI?

SAMI AI is a voice ai and messaging automation platform built for home builders and new home sales teams. It ensures every online inquiry from your website, digital ads, and listing portals is contacted within seconds, not hours.

SAMI engages prospects using natural, human-like conversations to identify timeline, budget, location, and intent, then routes qualified buyers directly to your sales counselors or OSC team. This eliminates delayed follow-up, reduces lead leakage, and improves conversion from existing marketing spend.



Built for Builder Sales Environments



High-volume new home leads

Handle large quantities of inquiries without overwhelming your team



Multiple communities and markets

Manage leads across different locations seamlessly



After-hours and weekend coverage

Never miss an opportunity outside business hours



OSC and sales counselor support

Complement your existing sales team structure



CRM-agnostic integrations

Works with your current systems and tools

SAMI operates 24/7 to ensure no inquiry goes unanswered and no opportunity is lost due to delayed response.



How SAMI Works

01

Lead Capture

Leads enter from your website, digital ads, and listing portals.

02

Instant Engagement

SAMI immediately calls and texts new prospects, day or night.

03

AI Qualification

Conversations identify buyer timeline, budget, location, and intent.

04

Smart Routing

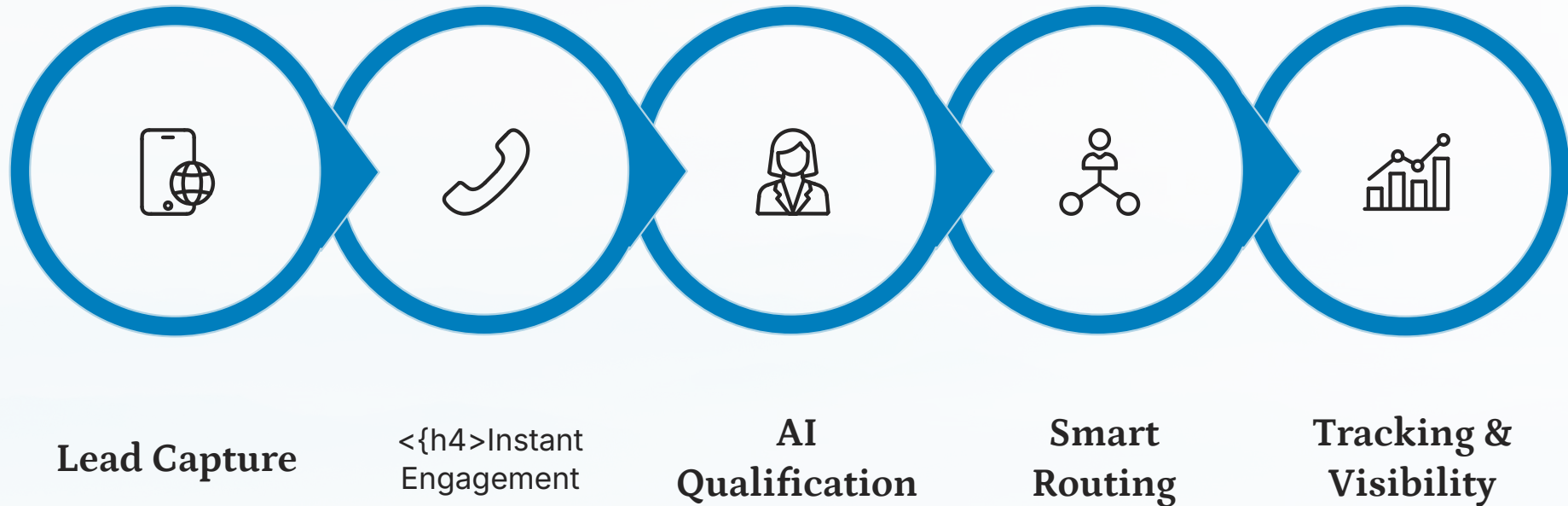
Qualified prospects are routed to the appropriate sales counselor or OSC team.

05

Tracking and Visibility

All interactions are logged for accountability and performance tracking.

The SAMI Process Flow



SAMI creates a seamless pipeline from initial inquiry to qualified handoff, ensuring every lead receives immediate attention and proper follow-through.

Common Builder Use Cases

Launch & Campaign Support

- New community launches
- High-volume digital marketing campaigns



Coverage & Efficiency

- After-hours and weekend lead coverage
- OSC overflow support without additional hiring
- Reducing lead leakage across multiple markets



Why Builders Use SAMI

Faster response to every lead

Contact prospects within seconds, not hours, giving you a competitive advantage in hot markets

Improved appointment rates

Qualified conversations lead to more scheduled visits and community tours

Lower cost per conversion

Maximize ROI from existing marketing spend by converting more leads

Why Builders Use SAMI

Reduced reliance on manual follow-up

Automate initial contact and qualification so your team focuses on closing sales

Scalable support without adding headcount

Handle growth and seasonal spikes without hiring additional staff



The Impact on Your Sales Operation

SAMI transforms how home builders handle lead engagement by eliminating the gap between inquiry and response. Every prospect receives immediate, professional attention regardless of when they reach out.

This means **no more lost opportunities due to delayed follow-up**, no more leads falling through the cracks on weekends, and no more wondering if your marketing dollars are being wasted on inquiries that never get contacted.

Your sales team can focus on what they do best: building relationships and closing sales, while SAMI handles the critical first touchpoint with every new prospect.



Built for Modern New Home Sales Operations

Learn more: www.getsami.ai