



## FOR IMMEDIATE RELEASE! Introducing The Digital System Built For New Home Builders and Their Customers

*Meet Builtzer's team and demo the system at NAHB IBS 2024, booth W4355.*

**[OMAHA, NE, January 8, 2024]** – Builtzer, a digital system for consumer-to-homeowner management, is proud to share they will be attending the National Association of Home Builders International Builder Show 2024 as a Start-up Exhibitor (**booth W4355**). Catering to the new home builder, the management system is now available for builder onboarding in all markets.

The digital system began its initial development and concept in 2021, but the foundation of Builtzer has been in the making for over 30 years. Co-founder Shawn McGuire put his decades of real estate and sales manager experience into creating a platform that allows home builders of all sizes to have the same sales management and customer relations advantage. Complete with a home builder-centric web app and dedicated customer mobile app, Builtzer marries the need for establishing both a sales and customer management tool.

“Good sales management and customer relations prove to be the greatest opportunity for smooth and informative new home buying experiences and gaining referrals,” said Shawn McGuire, Co-founder of Builtzer, seasoned New Home Sales Professional, and NAHB Educator. “The system streamlines sales, customer, partner, and inventory management, creating the ultimate tool for new home builders. And we’re just getting started!”

With more than 25 features, Builtzer suddenly becomes the tool to build a sustainable home-buying experience. Builtzer exclusive features include, but not limited to:

- **Builtzer Tracker.** Customized new home progress and update tool, keeping sales teams and customers updated with the push of a button.
- **Builtzer Connect.** Templated messaging system for creating personalized and timely prospecting.
- **Verified Registration System.** Customer registration process is unique to Builtzer, promoting quality registrants and validating realtor introductions.

Some additional features include document and contact management, a new home price system, customer rating, activity log, registration management, lender and partner profiles, household member management, realtor relations, a customer portal for mobile users, and registration policy management.

“Purchasing a new home is a large investment and can be an intimidating experience for first-time homebuyers,” said Bridgette McGuire, CEO and Co-founder of Builtzer. “Developing and introducing a platform that offers buyers, partners, and home builders the luxury of staying informed is a win for all parties. And, Builtzer stays with new home buyers and builders from time of search to homeownership.”

Builtzer has completed BETA testing with Omaha's largest home builder, bringing over 1200 customers (prospects, buyers, homeowners) to the mobile app. To learn more about Builtzer or how to become a Builtzer Builder, visit [www.builtzer.com](http://www.builtzer.com).

### **About Builtzer**

Builtzer is a digital system for consumer-to-homeowner management founded in 2021. From promoting new homeownership to providing the ultimate home-buying experience, Builtzer engages new home builders, realtors, lenders, partners, and, most importantly, customers. The system offers over 25 exclusive features personalized to the home builder's customer management and sales system, including Verified Registration System (VRS), Builtzer Connect, and Builtzer Tracker. Builtzer aims to establish a modern standard for new home sales while building informed New Home Buyers and New Home Sales teams, one New Home Builder at a time.

### **Media Contact**

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