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Online Insight and Top 10 National Homebuilder Break New Ground Launching Online Home Finder Solution

Solution to Help Customers Find the Ideal Home While Providing Beazer Homes Real-Time Insights into Customer Preferences During the Home Buying Experience

ATLANTA – November 8, 2011 – In an era where customers are king and predicting customer needs in advance of costly product development is every CEO and marketer's dream, Online Insight, a provider of solutions that help companies understand, in real-time, the preferences, priorities and purchasing motivations of customers across multiple channels, is helping Beazer Homes meet customer expectations for new homes -- now and in the future.

Today, Online Insight rolls out its solutions via the Beazer Homes website, www.beazer.com. Through the Home Finder option, Beazer makes it easier for their homebuyers to locate homes that match their unique preferences for features such as location, community amenities, commute distance, price and others.

Online Insight, using proven conjoint analysis research methodologies, engages customers in a fun, easy-to-use dialog that guides them through the trade-offs inherent when buying a new home. For example, is lot size more important than square footage of the home? Is having access to a community swimming pool just as important as finding a location that is 10 miles or less to the office? Or, above all others, is price the number one priority? Once preferences are measured, customers are provided a list of homes that best fit their needs. From here, customers can view details of each home individually or compare features in a side-by-side comparison analysis.

The end result for the customer is an interactive process to express their individual preferences, learn of available homes and with a high degree of confidence, find the home that best meets their needs in the most efficient timeframe.

Charlotte-Based Pilot Delivers Successful Outcomes Paving Way for National Market Rollout

The deployment of the Home Finder solution targets customers who are looking for a home in one of Beazer's major markets. The 21 markets are Atlanta, Charleston, Charlotte, Columbia, SC, Dallas, Denver, Fort Myers, Greenville, SC, Houston, Jacksonville, Las Vegas, Maryland, Nashville, New Jersey, Northern California, Northern Virginia, Orlando, Phoenix, Raleigh, Southern California and Tampa.

Prior to today's launch, a pilot program was developed and tested in Charlotte to measure whether or not customers would find the solution helpful. The results reinforce what Beazer and Online Insight predicted: high customer acceptance; a positive, engaging customer experience; and the delivery of information that customers find valuable when finding the right home.

Pilot statistics included:

- 92% of customers said the solution provided a better home buying experience;
- 87% of customers said the solution made it easier for them to find the best home for them;
- 80% of customers said they would most likely follow the recommendations provided.

Ian McCarthy, president and chief executive officer at Beazer Homes said, “The launch of the Online Insight solution is unprecedented in our industry. We will be able to engage our customers with a personalized tool that takes them through a simplified search process to determine their ideal home - effectively an online selling agent.”

“We are extremely excited to be working with Beazer Homes,” said Gregg Mahoney, president and chief executive officer at Online Insight. “As a recognized leader in the home building community, they understand the value of providing customers the product they want at the time they want to buy it.”

About Online Insight

Online Insight, Inc. is the only provider of solutions that enable companies to understand, in real-time, the preferences, priorities and purchasing motivations of customers across multiple channels. Online Insight’s solutions are a strategic extension to operational CRM implementations or best of breed point solutions, providing the crucial link to real-time customer collaboration. Ideal for complex selling environments, the company’s solutions generate intelligence in three key areas: customer preference analysis, market segmentation and product simulations, delivering outcomes that increase sales by building and sustaining customer loyalty. Customer and partner alliances include Accenture, Wells Fargo, Wachovia, BB&T, Etrade, Millennium Chemicals, WestWayne, Net Bank and ProAct Technologies. For more information, visit www.onlineinsight.com.

About Beazer Homes

Beazer Homes USA, Inc., based in Atlanta, Georgia, is one of the country’s ten largest single-family homebuilders with operations in Arizona, California, Colorado, Florida, Georgia, Maryland, Nevada, New Jersey, North Carolina, Pennsylvania, South Carolina, Tennessee, Texas and Virginia. Beazer Homes also provides mortgage origination, title and insurance services to its homebuyers. For more information, visit www.beazer.com.

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