



A NEW HOME SALES COMPANY

# Powering new home *sales.*

A sales, marketing, and technology engine built for builders and developers across the Carolinas.

**Better Sales. Better Process. Better Outcomes.**

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1,000+

HOMES CLOSED

30+

COMMUNITIES

15+

BUILDER PARTNERS

45+

YEARS EXPERIENCE

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# More than model-home *coverage.*

You need a focused sales operation that can create urgency, protect every lead, follow up with discipline, and turn traffic into contracts.

Builders are carrying more complexity than ever. Traffic is fragmented, buyers move slower, agents expect fast answers, and every missed follow-up can quietly become a missed sale. The old open-house-only model is not enough.

On-Site Partners was built to close the gap between builder intention and buyer action. We bring experienced new-home sales talent, modern lead systems, builder-specific marketing, and a process that gives builders visibility without adding payroll burden.

## THE QUESTION WE HELP ANSWER

What would happen if your community had a dedicated sales engine, trained around your product, your brand, your pricing strategy, your buyers, and your absorption goals?

## 03 / THE GAP · WHERE MOMENTUM STALLS

# Where builders lose momentum.

Most communities do not fail because the homes are wrong. They Stall because the sales process is inconsistent.

## 01 Lead leakage

Buyer inquiries come in after hours, over weekends, through agents, social campaigns, signs, portals, and walk-ins. Without disciplined routing and nurture, warm prospects go cold.

## 02 Inconsistent sales coverage

A strong weekend can be followed by weak weekday follow-up. Builders need more than coverage. They need accountability.

## 03 Agent network underuse

Buyer agents are a powerful distribution channel, but many communities do not activate them early or often enough.

## 04 No operating rhythm

Without clean reporting, CRM discipline, and defined next steps, builders are left guessing what is actually happening in the field.

### THE OPPORTUNITY

*Put a repeatable operating model around every community, every lead, and every buyer conversation.*

## 04 / OUR MODEL · A SPECIALIST SALES ENGINE

# A specialist sales *engine.*

On-SitePartners is designed to feel embedded in your organization while giving you the flexibility of a performance-driven outsourced model.

- 01 On-Site Sales Talent**  
Experienced new-home professionals embedded in the community and aligned to your brand.
- 02 Automatic AI-Driven Follow-Up**  
Behavior-aware nurture so prospects do not disappear between visits and decisions.
- 03 Builder-Specific Marketing**  
Campaigns around your homes, community, agents, launches, inventory, and incentives.
- 04 Integrated Tech Stack**  
CRM, digital transaction management, AI engagement, and reporting that connect the whole process.
- 05 Builder-Owned Lead Retention**  
Your leads stay in your ecosystem. We do not take builder-generated prospects and sell them elsewhere.

**BUILT TO SCALE WITH SALES**

*Our model helps builders avoid the recruiting cycle, W-2 overhead, benefits load, and turnover risk of building a full in-house sales team before the volume justifies it.*

## 05 / SALES TALENT · THE RIGHT PERSON CHANGES THE OUTCOME

# The right person changes the *outcome*.

The best on-site sales professional is more than a greeter. They are your community translator, buyer guide, and front-line conversion engine.

## WHAT WE PLACE INTO THE FIELD

- New-home sales professionals trained on your community, floorplans, pricing, homesites, incentives, and buyer profile.
- Dedicated community coverage with accountability to appointments, follow-up, co-op outreach, and conversion.
- Ongoing leadership coaching from operators with more than two decades of builder experience.

### BOTTOM LINE

*We help builders replace inconsistent coverage with a trained, accountable, community-specific sales presence.*

06 / MARKETING ACTIVATION · MOVEMENT, NOT JUST MATERIALS

# More than listing the homes.

## *Launch them.*

Builders need marketing that creates movement, not just materials that look nice.

### 01 Community Launch

Messaging, signage, flyers, email campaigns, broker previews, event support, and inventory-specific pushes.

### 02 Agent Distribution

Direct communication to 200+ Better Homes & Gardens Real Estate | Paracle agents who can be activated around builder inventory.

### 03 Lead Nurture

Email and SMS sequences, campaign automation, landing pages, lead capture, and conversion tracking.

### 04 Sales Enablement

Talking points, objection handling, spec-home promotions, co-op language, and appointment handoff expectations.

## 07 / TECHNOLOGY · VISIBILITY WITHOUT EXTRA WORK

# Visibility without extra work.

A sales operation only works when the builder can see what is happening and trust that the system is moving every buyer forward.

*i.*  
Lead Capture

*ii.*  
Ai Engagement

*iii.*  
CRM Pipeline

*iv.*  
Digital Contracts

*v.*  
Marketing Automation

*vi.*  
Reporting Rhythm

## BUILDER CONTROL CENTER

We connect the practical parts of the sales operation: lead capture, routing, nurture, pipeline management, offer documents, signatures, reporting, and communication between on-site sales, builder leadership, and operations.

### THE GOAL IS SIMPLE

*No prospect goes cold, no lead disappears, and no builder has to wonder what happened next.*

# Model homes that help *sell*.

The way a model home lives, flows, photographs, and sells can influence the speed and confidence of every buyer decision.

*We help builders think through model selection, merchandising, feature presentation, buyer lifestyle cues, and the way the home supports the sales story.*

01

## **Floorplan Mix**

Which homes should be modeled, spec-built, promoted, or held based on absorption goals and buyer behavior.

02

## **Merchandising**

How the model should visually answer the buyer's unspoken question: Can I see myself living here?

03

## **Positioning**

How pricing, features, options, location, and incentives should be communicated in the field.

04

## **Sell-Through Velocity**

How marketing, follow-up, community events, and buyer-agent outreach support faster movement.

## 09 / PROOF &amp; OPERATING CADENCE · BUILT BY OPERATORS, NOT THEORY

# Built by operators, not *theory*.

On-Site Partners is grounded in frontline new-construction experience, builder operations, and sales accountability.

1,000+

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COMMUNITIES  
MANAGED

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BUILDER  
PARTNERS

45+

YEARS ON THE  
FRONT LINES

## · HOW WE RUN THE RHYTHM

## 01 Weekly Sales Review

Traffic, leads, appointments, conversions, objections, inventory, pricing feedback, and next actions.

## 02 Community-Level Reporting

A simple view of what is working, where buyers are stalling, and where leadership needs to act.

## 03 Marketing Adjustments

Event pushes, agent communication, incentive positioning, digital nurture, and broker outreach based on real-time activity.

## 04 Builder Alignment

Clear communication between on-site sales, builder leadership, operations, and the brokerage support team.

10 / OUR BUILDER PARTNERS · TRUSTED ACROSS THE CAROLINAS

# In good *company.*

A growing roster of regional builders and developers across the Carolinas trust On-Site Partners as their sales operation.



## A SHARED STANDARD

*Every partnership is built on the same foundation: experienced talent, a tested process, and a relentless focus on absorption.*

# Let's build the sales engine your community *deserves.*

Start with a strategy call. We will learn the community, inventory, timeline, buyer profile, current sales coverage, lead sources, and absorption goals, then recommend a tailored plan.

## 1.

### Diagnose

We review where momentum is being created, where it is being lost, and what the community needs next.

## 2.

### Build the plan

We define coverage, marketing activation, tech workflow, reporting cadence, and launch priorities.

## 3.

### Execute

We embed the sales process, activate the network, nurture every lead, and keep the builder informed.

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*Backed by Better Homes & Gardens Real Estate | Paracle*

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