



Beazer Homes USA, Inc. Implements Online Insight Technology to the Advanced Search Section of www.beazer.com

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ATLANTA, Nov. 7 /PRNewswire/ -- Beazer Homes USA, Inc. (NYSE: BZH) (www.beazer.com) today announced that, in partnership with Online Insight, it has introduced a new innovative, guided Home Finder selling tool for its customers under the Advanced Search section of the company's web site www.beazer.com.

The personalized Home Finder tool allows customers to rank their unique preference for features such as location, commute distance, community amenities, price and home attributes. The guided selling software solution, Insight Sales(TM), engages customers in an easy-to-use dialog that guides them through the trade-offs inherent with buying a new home. Once preferences are measured, customers are provided a list of homes that best fit their needs, which they can compare in a side-by-side comparison analysis.

Ian McCarthy, President and Chief Executive Officer of 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."

Gregg Mahoney, President and Chief Executive Officer of Online Insight said, "We are extremely excited to be introducing our solutions to the homebuilding industry through Beazer Homes. As a recognized leader in the homebuilding community, Beazer understands the value of providing customers with the choices they need to make and the role that technically innovative solutions play in enhancing this process."

Beazer Homes will also utilize Insight Intelligence(TM), a web-based analytical solution that will allow the company to accumulate data from the Home Finder tool and determine consumer priorities in the home buying process.

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.

Online Insight provides solutions that help companies, in real time, understand the preferences, priorities and purchasing motivations of customers across multiple channels. Ideal for complex selling environments, the company's solutions generate intelligence in three key areas: customer preference analysis, market segmentations and new product simulations, delivering outcomes that increase sales and marketing effectiveness across all channels. Customer and partner alliances include Accenture, Wells Fargo, Wachovia, BB&T, Etrade, Millennium Chemicals, WestWayne, Net Bank and ProAct Technologies. For more information, call 770-508-1440 or visit www.onlineinsight.com.

SOURCE Beazer Homes USA, Inc.

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