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Builder Homesite Partners with SalesSimplicity®.net

Builder Homesite Will Recommend Sales Simplicity Software's Sales Automation / CRM Tool to Its Thirty One Consortium Members

Chandler, AZ and Austin, TX - October 1, 2002 - SalesSimplicity®.net, the leading sales automation, contact management and CRM tool for production homebuilders, and Builder Homesite, Inc. (BHI), a consortium of thirty-one of the nation's leading homebuilders, announced a new partnership today in which Builder Homesite will recommend SalesSimplicity®.net as a preferred CRM solution to its consortium members. As part of its mission to offer improved technology and marketing solutions for the new home industry, Builder Homesite will facilitate integration of its software products with SalesSimplicity®.net.

Sales Simplicity is a software tool that automates, "calendarizes," and documents the sales and options-selection processes for new homebuyers, builders, sales agents, allied services and financial groups. Using XML, the software package can "tie in" with virtually any back office system, a key technological advantage for any homebuilder. Its customers include Continental Homes, Longford Home Group; Oriole Homes; Courtland Homes; Brown Family Communities; Camelot Homes; Burgoon Berger; Hamlet Homes; LifeForms; David Powers Homes; Del West; and SunCor.

"This partnership is not only a dramatic leap forward for the productivity of Builder Homesite members, it is a welcome recognition of Sales Simplicity's product and our recent .Net and Application Streaming product development," said Barry Forbes, president of Sales Simplicity Software. "Homebuilders need to differentiate themselves from their competitors not only in terms of the quality of their homes, but in the quality of their service during the sales and closing processes, and that's where SalesSimplicity®.net can really make the difference."

"Homebuilders are currently very focused on customer acquisition strategies, but with an keen eye on the ROI of their various marketing initiatives," according to Melissa Morman, vice president and chief operating officer of Builder Homesite, Inc. "Having a CRM tool such as SalesSimplicity®.net in place allows our builders to gather the necessary data points to make sound business decisions about the distribution of their marketing dollars across both online and traditional mediums. By partnering with key CRM and other software providers in the homebuilding space, we can ensure that the tools fit the builders' needs, both in servicing new homebuyers and in providing the analytics necessary to establish the best and most economical marketing strategies and tactics."

About Sales Simplicity Software

Sales Simplicity Software Inc., based in Chandler, Ariz., is the creator and marketers of SalesSimplicity®.net, the leading sales automation, contact management, and CRM tool for residential homebuilders. SalesSimplicity®.net automates, "calendarizes," and documents the sales and options-selection processes for new home buyers, their builders, sales agents, allied services, and financial groups. When a buyer or prospect enters the new home buying process, SalesSimplicity®.net registers, pre-qualifies, tracks and prompts action in the sale and up-fit of a new home. Now, with SalesSimplicity®.net, the new Web-delivered Sales Simplicity service, sales process automation can be accessed entirely over the Web, even with just a dial-up connection. In addition to automation of the sales process, SalesSimplicity®.net offers dynamic live reports on total home price, disposition of deposited funds, new-home-options transaction history, lot and mortgage selection tracking, demographic & rent-vs.-buy analysis, and four different security level activity reports (builder, division, sub-division and agent). Reports from SalesSimplicity®.net can be generated and viewed through Crystal Reports®. Written in Visual Basic and SQL, Sales Simplicity uses XML to feed virtually any back-end production and/or accounting system. To increase speed and load times, SalesSimplicity®.net uses Application Streaming to provide high performance, stateless applications for the Internet. For more information about SalesSimplicity®.net, call (480) 892-2500 or visit *www.SalesSimplicity.net.*

About Builder Homesite, Inc. and NewHomeSource.com

Founded in Austin, TX in 2000 by a consortium of thirty-one of the nation's largest homebuilders, Builder Homesite, Inc. (BHI) represents over 400,000 new home sales annually. BHI's mission is to offer improved technology and marketing solutions for the new home industry. The first product by Builder Homesite is NewHomeSource.com, a consumer website offering the most comprehensive information and selection of new homes available on the Internet. Because of their extensive distribution network, many additional builders are making BHI their entry point into the Internet. By providing data to a single source -- NewHomeSource.com -- builders can not only be listed on that website, but also participate in other BHI online partner channels including eBay, MSN HomeAdvisor, newspaper websites, realtor websites, CitySearch, and Yahoo!. Builders can also participate in new home auction services through the eBay partnership.