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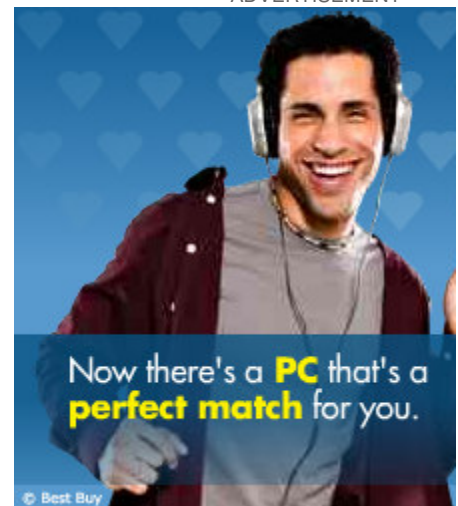
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# Sales Simplicity Steps Boldly into Multi-Family and Condo Market With Web-based, Complete ``Front Office'' Sales and CRM Software

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Sales Simplicity, the leading sales automation, contact management, and CRM tool for production homebuilders today announced it has released a software package designed specifically for multi-family and condo sales agents, options selection managers, and developers.

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The new customer management and sales automation tool from Sales Simplicity -- called Sales Simplicity MF (for "multi-family") -- supplements the core capabilities generally offered by Sale Simplicity, but delivers functions for the special needs of the multi-family and condo markets. (The new package employs the nomenclature common to this specific market, working in "units and models," not lots and plans; "neighborhood," not model or subdivision.)

BuilderMT. So, implementing Sales Simplicity never requires painful "tear out" of other systems.

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With this bold step into these new multi-family and condo markets, Sales Simplicity offers sales agents, options selection managers, and developers extraordinary software capabilities otherwise unavailable from any other single software solution. At its core, SalesSimplicity - a web-based tool - automates, "calendarizes," and documents the sales and options-selection processes. When a buyer or prospect enters the unit- or condo-buying process, Sales Simplicity registers, pre-qualifies, tracks, and prompts action in the sale and up-fit of the new unit.

New features offered by Sales Simplicity in the multi-family and condo markets include quick and easy sales registration, and an integrated Internet lead automation and fulfillment package that automates, defines, and measures sales lead traffic originating from any internet source. A contract execution module pulls data from across allied software systems (like an accounting package) to capture error-free, single-point-of-entry data, including digital signature capability. The same automated capability has been extended to the design center and options selection processes, where Sales Simplicity can accommodate bar-code-driven option selection and - rare functionality in this market -- automated change orders. Prospects and buyers can even "see" units, option pictures, and financial breakout during the option selection process. There is also an automatic workflow automation tool for all transactions, and automatic, seamless email notification of all significant events to everyone who needs to know. At-a-glance "dashboard" graphics allow authorized managers to view performance factors, and extensive reporting capability puts a wide range of reports at users' fingertips.

Even before offering features for the multi-family and condo markets, Sales Simplicity had established itself as the leading sales front end software among U.S. home builders, with 175 builder clients including such marquee customers as Capital Pacific Homes, Fulton Homes, Armadillo Homes, and Crown Communities. SalesSimplicity.Net is written in VB and Visual Interdev, and utilizes a SQL 2000 database. Using XML, the software package can "tie in" with virtually any back office system, a key technology advantage for any leading homebuilder.

"Until the release of Sales Simplicity MF, the condo and multi-family sales agents, options managers and developers have been stuck with weak functionality software systems they have cobbled together from a variety of other sources," said Barry Forbes, president of Sales Simplicity. "Finally, with Sales Simplicity, they can find capabilities specific to their industry in one web-based .Net platform. This performance-based Application Streaming software is designed specifically for their needs."

#### About Sales Simplicity

Sales Simplicity Software Inc., based in Chandler, Ariz., is the creator and marketer of SalesSimplicity MF, the leading sales automation, contact management, and CRM tool for new, condo, and multi-family builders and developers. SalesSimplicity.Net automates the sales and options-selection processes and it 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

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SalesSimplicity.Net can be generated and viewed through Crystal Reports(R). Written in Visual Basic, Visual Interdev and VB.Net with a SQL database, 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 ensure unparalleled performance across the Internet. For more information about SalesSimplicity.Net, call (480) 892-2500 or visit www.SalesSimplicity.Net.

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