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The New York Times

Thursday, October 25, 2007

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Wilson Holdings Inc **WIH** (AMEX) **\$1.65** ▲ **+\$0.05** **+3.13%**

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Defying Down Housing Markets, Sales Simplicity Adds 200th Customer for its Award-Winning Sales and CRM Software

Sales Simplicity Sees Spike in Sales Among Builders Who Want Process Control, Cost Containment, Improved Reporting, and Higher Lead Conversion

CHANDLER, Ariz., Oct 23, 2007 (BUSINESS WIRE) -- Sales Simplicity Software -- the leading sales automation, contact management, and CRM tool for production homebuilders -- today announced that it has experienced a spike in sales and added its 200th homebuilder client, a remarkable milestone. In defiance of the so-called "down housing market", Sales Simplicity has exceeded its best sales quarter ever, and recently added a significant number of builders, including Dogwood Homes (Louisville, KY); Green Builders/Wilson Holdings ([WIH](#)) (Austin, TX); Jacobson Communities (Yuma, AZ); Brookstone Homes (Oconomowoc, WI); Westwind Homes (Laredo, TX); Pahlisch Homes (Bend, Oregon); and Hayhoe Homes (London, Ontario).

These builders join a growing list of Sales Simplicity Software clients who enjoy award-winning software capabilities, and the competitive advantages achieved through

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automating the sales, contact management, and CRM processes. The builders using Sales Simplicity will start approximately 20,000 homes in 2007, a record for the company.

All 200 builders have chosen Sales Simplicity because it offers a fast, user-friendly, web-based application that is rich with Customer Relationship Management and eLead Management functionality, in addition to such features as dynamic reports on total home price, deposited funds due and paid, new-home-options transaction history, lot and mortgage selection tracking, and demographic analysis. All this is controlled by an unlimited number of user-defined security levels.

Renowned for its speed, ease of use, affordability, and rapid ROI, Sales Simplicity offers a full sales suite that encompasses contracting, marketing, reporting, and automated communications. This robust functionality is powered by the only industry application that is customizable and user-defined from top to bottom.

Other well-known builder clients that Sales Simplicity counts among its satisfied customers include: Armadillo Homes, Brookfield Homes, Capital Pacific Homes, ICI, Main Street Homes, The Baker Companies, Fulton Homes, and On Top Of The World Communities.

Pre-integrated into BuilderMT-Timberline, JD Edwards, Corrigo, Punchlist Manager, Builderfinish, FAST, and Envision, Sales Simplicity is the software with the fastest implementation available industry-wide. Today, more than 200 builders enjoy the features of Sales Simplicity Software.

"I recognize that many builders are struggling in this market, but the forward-looking builders have turned to Sales Simplicity to bring process controls and cost containment to the sales process, all in an effort drive up lead conversion and leverage staff," said Sales Simplicity's Barry Forbes. "We have not seen a downturn in our sales efforts. In fact, we have seen just the opposite, as builders turn to us to help improve their systems and optimize every lead."

About Sales Simplicity

Sales Simplicity Software, Inc., based in Chandler, Arizona, is the creator and marketer of the leading sales automation, contact management, CRM and eLead Management tool for new single family, semi-custom and custom, condo and multi-family builders, developers and new home realtors. Sales Simplicity also markets SalesSimplicity MF,



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for the multi-family marketplace.

Sales Simplicity automates the sales and options-selection processes and can be accessed entirely over the Web, even with just a dial-up connection.

Reports from Sales Simplicity Software are created and viewed through Crystal Reports (R). Builders also enjoy the unique ability to access their own data anytime and run it through any reporting system they utilize. Written in Visual Basic and Visual Interdev (with a SQL database), Sales Simplicity uses XML and web services to feed virtually any back-end production and/or accounting system.

To increase speed and load times, Sales Simplicity Software has incorporated Application Streaming to ensure unparalleled speed and performance across the Internet without ever losing data, even if the Internet goes down. For more information about Sales Simplicity, call (480) 892-2500 or visit www.SalesSimplicity.net

SOURCE: Sales Simplicity

For Sales Simplicity

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