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Sales Simplicity Software Joins Elite Ranks of Award-Winning Software Companies With "Vision Award" from Constructech

Sales Simplicity Software Serves as Award-Winning Technology Enabler for Capital Pacific Homes' 1700+ Annual Starts

CHANDLER, Ariz.--(BUSINESS WIRE)--Sales Simplicity Software, the leading sales automation, contact management, marketing, communicating and reporting tool for production homebuilders, today announced it has won a national technology award for excellence. Sales Simplicity won its award as a technology enabler for Capital Pacific Homes (1,700+ annual starts), which recently took home a Vision Award (Gold) from *Constructech* magazine. With this award, Sales Simplicity Software joins a select group of elite software companies that serve the home building industry.

This award is just one in a series of events that have recently set Sales Simplicity apart from the competition. Even in a down market, Sales Simplicity Software continues to achieve strong growth, and it will soon break the 200-customer threshold. Widely known for its cost-containment and process management abilities, Sales Simplicity Software has recently gained momentum in its quest to be the nation's leading Big Builder "front office" sales solution.

Among its growing list of customers are five of the top 200 builders. These builders include Armadillo Homes (986 annual starts), Brookfield Homes (1,582 annual starts), Capital Pacific Homes (1,707 annual starts), ICI (1,934 annual starts), and Main Street Homes (1,400 annual starts). Collectively, these leading builders use Sales Simplicity to manage more than 7,600 annual starts and access such features as dynamic reports on total home price, disposition of deposited funds, new-home-options transaction history, lot and mortgage selection tracking, demographic analysis, and four different security levels.

Sales Simplicity Software also counts other large builders among its notable customer base, including such clients as Arbor Custom Homes, The Baker Companies, Crown Communities, Fulton Homes, On Top Of The World Communities, Pahlisch Homes, and Saddlebrook Homes.

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.

“Winning this award is a wonderful testament to the capabilities of our software, and we are proud of the role we have played in enabling Capital Pacific to standardize their sales process across a large, multi-state organization,” said Sales Simplicity’s Barry Forbes.

About Sales Simplicity

Sales Simplicity Software, Inc., based in Chandler, Arizona, is the creator and marketer of the leading sales automation, CRM contact management and eLead Management tool for new single family, semi-custom and custom, condo and multi-family builders and developers. Sales Simplicity also markets SalesSimplicity MF, 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. In addition to automation of the sales process, Sales Simplicity offers dynamic reports on total home price, disposition of deposited funds, new-home-options transaction history, lot and mortgage selection tracking, and demographic analysis protected by four different security levels. Reports from Sales Simplicity Software can be generated and viewed through Crystal Reports®. 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.

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