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Press Release

Source: Sales Simplicity Software Inc.

Sales Simplicity Reports 35% Growth in 2006 and Early 2007 Sales Spike for its CRM & Sales Software

Friday January 26, 3:25 pm ET

Production Homebuilders of 100 or More Annual Starts Have Made Sales Simplicity the Best-Selling, Fastest-Growing Sales System on the Market

CHANDLER, Ariz.--(BUSINESS WIRE)--Sales Simplicity Software, the leading sales automation, contact management, and CRM tool for production homebuilders, today announced that it achieved 35% year-on-year growth in 2006. With the new year barely underway, Sales Simplicity has already seen remarkable sales activity that will easily double the company's size again in 2007. With the current slowdown in the home building sector, Sales Simplicity's success is that much more remarkable.

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The advertisement features the Scottrade IRA logo and the tagline 'Open a No-Fee IRA'. It includes a 'Member SIPC' badge and a 'Scottrade Advantage Planning Example' button. A 'Roll over' button is also present. The main visual shows a person in a brown coat with a sign that says 'I didn't invest' standing next to a car. Another person is visible in the car, with a sign that says 'I invested'.

Sales Simplicity is already the best-selling, fastest-growing sales, CRM, and internet lead management software system in the home building sector. With the current interest that Sales Simplicity is generating among America's largest builders, Sales Simplicity is poised to move dramatically up-market in 2007, with the addition of marquee customers among the Builder 100.

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 175 builders enjoy the features of Sales Simplicity Software, among them such industry leaders as Brookfield Homes, Capital Pacific Homes, Fulton Homes, Armadillo Homes and On Top Of The World Communities.

"Our sales growth is really just a factor of the quality of our software, and the hard work that our programming team has put into making the software run so smoothly," said Sales Simplicity's Barry Forbes. "We release a new version of the software every 100 days, and since it is a web-based system, everyone is always on the latest version. We are poised for more growth in 2007, but it is growth well-earned through customer service and system excellence."

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, 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 it 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, demographic analysis, and four different security levels (builder, division, sub-division and agent). Reports from Sales Simplicity Software can be generated and viewed through Crystal Reports®. Written in Visual Basic, Visual Interdev and VB.Net (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 uses Application Streaming to ensure unparalleled speed and performance across the Internet. For more information about Sales Simplicity, call (480) 892-2500 or visit www.SalesSimplicity.net

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