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Press Release



Expanding to Canadian Markets, Sales Simplicity Adds "Goods and Services" Tax (GST) Capabilities to its Sales and CRM Software

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Sales Simplicity Software -- the best-selling sales automation, contact management, and CRM tool for production homebuilders in the U.S. -- today announced that it has just added "goods and services tax" capabilities (GST) in order to serve its existing Canadian client base and attract new Canadian single-family and multi-family builders.

Though U.S. housing markets have slowed, there is growing demand for new construction in Canada. The total value of construction investment will surpass \$200 billion in 2007 for the first time, with a good portion of that generated by single-family and multi-family homes, two sectors where Sales Simplicity has achieved remarkable success. In fact, in defiance of the slowing U.S. housing market, Sales Simplicity recently reported record sales, and surpassed the 200-corporate customer milestone. Sales Simplicity recently added a significant number of builders, including builders in Canada such as Hayhoe Homes (London, Ontario) and Parkview Homes (St. Thomas, Ontario), and U.S. builders including Green Builders/Wilson Holdings (AMEX: WIH), Brookstone Homes, Jacobson Communities, Dogwood Homes, and Westwind Homes.

The Canadian Goods and Services Tax (GST) is a broad-based value-added tax levied by the federal government. But not all home sales and CRM software is prepared to correctly process the GST, and that can have dramatic financial implications for builders. The GST is intended to be a tax on final consumption, with tax rebates available to consumers under certain conditions. Sales Simplicity allows Canadian builders to set up and maintain the GST based on current government figures, and also to set up GST-rebate-handling, if desired. Sales Simplicity is now fully able to calculate the GST and rebates for its Canadian homebuilders.

Builders who use Sales Simplicity enjoy award-winning software capabilities and the competitive advantages achieved through automating the sales, contact management, and CRM processes. The builders using Sales Simplicity started more than 20,000 homes in 2007, a record for the company.

Builders who have chosen Sales Simplicity find 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 and powered by the only industry application that is customizable and user-defined from top to bottom. Sales Simplicity can be delivered in English, French or any other language, and the business nomenclature is all defined by the user.

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.

Sales Simplicity is pre-integrated into BuilderMT-Timberline, JD Edwards, Corrigo, Punchlist Manager, Builderfinish, and Envision.

"With historically strong growth and consistent demand, Canadian markets represent a strong expansion opportunity for Sales Simplicity Software," said Sales Simplicity's president Barry Forbes, a native Canadian who resides in the U.S. "With our new GST capability, we are now able to service an expansive market that is hungry for the process improvements and cost containment that Sales Simplicity offers."

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(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.



FOR MORE INFORMATION:

If you'd like additional information regarding Sales Simplicity Software, please contact: Barry Forbes by email or by phone at (480) 892-2500 ext. 104.

www.SalesSimplicity.net

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