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Award-Winning Sales Simplicity Software Gains Widening Acceptance as CRM & Sales Automation Standard for Canadian Homebuilders

Canadian Builders Retool with Sales Simplicity Software.
Company Adds Another 2,100 Annual Housing Starts to its UserBase

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Sales Simplicity Software, the widely acknowledged North American leader in Sales Automation, CRM, Marketing and Reporting tools for home builders, today announced widening acceptance of its products as the de facto standard for Canadian homebuilders. Since the beginning of the year, a growing number of Canadian homebuilders have selected Sales Simplicity Software's applications. The most-recent clients include:

- Excel Homes and Centrex Homes, Calgary, AB and Centrex Homes Edmonton, AB (850 combined annual starts)
- Hayhoe Homes, St. Thomas, ON (100 annual starts)
- Parkview Homes, London, ON (80 annual starts)
- Starward Homes, Ancaster, ON (125 annual starts).

These clients join a list of 217 Canadian and U.S. builders who have selected and deployed Sales Simplicity Software's applications.

All of the new Canadian home builders combined add 2,100 starts to the Company's total customer base.

"We are extremely pleased with our early success in Canada," said Barry Forbes, president of Sales Simplicity Software. "There are similarities among homebuilders in Canada, Australia and the U.K., and we were able to provide functionality that works in all three of those target markets. Canada has responded positively and we're pleased

these valued clients selected our application to meet their Sales Automation, CRM, Marketing and Reporting requirements."

Many North American builders are taking the time now to retool and position for the coming upturn in the housing market. Most of the Company's recent clients on both sides of the border are replacing older sales and CRM systems that A) have not met expectations, B) are not prepared for software-based process management, or C) don't deliver adequate Internet lead management and marketing functionality. Sales Simplicity Software – an award-winning application utilized by more than 200 homebuilders throughout the U.S., Canada & Costa Rica – has emerged as a market leader in these critical areas.

Sales Simplicity Software also recently announced the Company's new Property Management Software, which joins an expansive suite of award-winning products. That suite now includes the nation's leading single-family residential home sales-and-CRM system, and a suite of software solutions for multi-family and condominium sales.

About Sales Simplicity

Sales Simplicity Software, Inc., based in Chandler, Arizona, is the creator and marketer of leading sales automation, CRM, marketing and eLead management tools for: new single-family, semi-custom and custom homes; condo and multi-family builders; developers and new-home realtors; and, apartment sales and rental agents.

Builders, sales agents and property managers who use Sale Simplicity all enjoy the unique ability to access their own data anytime and run it through any reporting system they utilize. 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.

Sales Simplicity automates the sales, rentals, options-selection processes and contracting, 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®.

For more information about Sales Simplicity, please contact Barry Forbes:

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