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Sales Simplicity Software Kicks-Off "2010" with 10 New Builder/Senior Living Customers, Representing 2000+ Housing Starts

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Sales Simplicity Software, the widely acknowledged leader in sales automation, CRM, and eMarketing for the builder, developer, and senior-living sectors, announced today that it has started the 2010 sales year with a bang. In just the first ten weeks of 2010, Sales Simplicity has executed or scheduled ten new builder deployments. These new builder-customers will access the award-winning capabilities of Sales Simplicity, as they collectively start more than 2,000 new homes this year.

These new customer wins for Sales Simplicity – a recent *Constructech* Top Product 2010 winner – continue a string of successful sales periods, marked recently by Sales Simplicity's best sales month *ever* in the history of the company. What's driving this success is the well-documented fact that Sales Simplicity optimizes each and every lead and each and every new-home or senior living sale, as it saves builders money. Indeed, the "return on investment" (R.O.I.) for purchasing or leasing Sales Simplicity is often measured in weeks, not months or years.

"Time and again, Sales Simplicity continues to outperform its competitors in every category: sales, performance, customer satisfaction, and customer retention," said Barry Forbes, Sales Simplicity's President. "As of now, 2010 is stacking up to be our best year ever, as we welcome an increasingly number of inquires about our award-winning product."

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

Sales Simplicity Software
Intelligent Real Estate

FOR MORE INFORMATION:
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