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Sales Simplicity Software
Wins Two More Top Technology Awards
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BusinessWire - Sales Simplicity Software, the widely acknowledged leader in sales automation, CRM, and eMarketing for the homebuilder, developer, and senior-living sectors, announced today that it has won two more top technology awards. At the 2010 Vision Awards ceremony, Constructech magazine recognized Sales Simplicity as a Gold level winner in two categories for enabling the success of Vintage Homes and Essex Homes Southeast.

The Constructech Vision Awards honor companies that have realized the advantages of applying innovative technologies to their everyday businesses, as well as the technology enablers that have helped them achieve their goal, according to Constructech.

Sales Simplicity won a Gold Award in the "Builder/GC Residential $6 million to $25 million" category as a technology enabler for Vintage Homes.

Sales Simplicity also won a Gold Award in the "Builder/GC Residential $26 million to $100 million," as a technology enabler for Essex Homes Southeast. The return-on-investment that Essex Homes Southeast realized with Sales Simplicity, as reported in the Vision Award application, was especially remarkable: Across 400 starts, just the contract management capability of Sales Simplicity saved Essex Homes 700 hours, or 17.5 Full Time Equivalents (FTEs).

"*Sales Simplicity continues to win top technology awards, but for us these awards are secondary to the success of our customers*" said Sales Simplicity's president Barry Forbes. "That's what brings us the greatest satisfaction."

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 providers; developers and new-home realtors; and, apartment sales and rental agents.

Sales Simplicity Software
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FOR MORE INFORMATION:
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