

“Sales Simplicity” and BuilderMT Complete Integration. Bright Homes Implements the New Combined Systems.

*A Powerful Combination: Nation’s Leading Sales Force Automation Tool Teams
with Business Process Software and Timberline Accounting Package*

Chandler, AZ and Lakewood, CO — April 13, 2004 — SalesSimplicity.Net and BuilderMT announced today that they have successfully integrated Timberline Production Management with SalesSimplicity.Net. SalesSimplicity.Net is a leading homebuilder sales automation tool for production homebuilders. BuilderMT, developed for Timberline Office, is a leading workflow and production management system.

SalesSimplicity.Net and BuilderMT simultaneously announced that they have just completed a successful implementation of their new integrated software suite with Bright Homes, an award-winning homebuilder in Modesto, California. The combined power of these integrated systems will allow Bright Homes and its sales staff to use one common database when managing the entire homebuilding process, from working with prospects and buyers in the lot selection, contracts, plans and options processes, to managing the home building workflow, accounting, and production scheduling. Powered by the integrated strength of SalesSimplicity.Net and BuilderMT, Bright Homes will start 475 homes this year, a 27% increase over last year’s number.

Dennis Fredrickson, an independent consultant working with a Bright Homes, selected the software suite, and states that the SalesSimplicity.Net-BuilderMT combination will offer Bright Homes supreme control over its sales, options, and building data, which used to be dispersed over a number of systems. “Bright Homes has a large sales force, but until now, the sales process was entirely on paper, and communicating the options selection data to the building side of the business was a challenge,” said Fredrickson. “With this software, when we sell an option, it is defined once, and everyone is working from the same data. It’s a dramatic improvement.”

“Integration of the sales and building production processes has long been a dream for many homebuilders, said Barry Forbes, president of Sales Simplicity. “We can finally offer it with this new integrated suite of products.” “Having a powerful accounting system like Timberline is only half the battle for homebuilders,” added Tom Gebes, president of BuilderMT. “Data is only as good as the processes it drives, and processes can only be perfected once the data can be shared in a transparent, companywide system. That’s what we can offer Bright Homes.”

About BuilderMT

Timberline Production Management was co-developed for Timberline® Office by BuilderMT and Timberline Software. BuilderMT offers two basic product lines for the production and small builder. BuilderMT's **Production Management** helps builders control construction costs, pinpoint variances, manage contracts, and trade and supplier costs. BuilderMT's **Production Management System** was designed to streamline workflow and optimize business practices by coordinating Timberline's accounting and estimating applications into one Totally Integrated Solution. BuilderMT's **Production Scheduling** helps manage and exchange information between field supervisors and corporate offices for small, custom or production builders. (**Timberline** is owned by Best Software, which encompasses the six North American companies of The Sage Group plc.) For more information, visit www.BuilderMT.com.

About SalesSimplicity

Sales Simplicity Software Inc., based in Chandler, Ariz., is the creator and marketers of SalesSimplicity.Net, the leading sales automation, contact management, and CRM tool for residential homebuilders. SalesSimplicity.Net automates, "calendarizes," and documents the sales and options-selection processes for new home buyers, their builders, sales agents, allied services, and financial groups. When a buyer or prospect enters the new home buying process, SalesSimplicity.Net registers, pre-qualifies, tracks and prompts action in the sale and up-fit of a new home. Now, with SalesSimplicity.Net, the new Web-delivered Sales Simplicity service, sales process automation can be accessed entirely over the Web. In addition to automation of the sales process, SalesSimplicity.Net offers dynamic live reports on total home price, disposition of deposited funds, new-home-options transaction history, lot and mortgage selection tracking, demographic & rent-vs.-buy analysis, and four different security level activity reports (builder, division, sub-division and agent). Reports from SalesSimplicity.Net can be generated and viewed through Crystal Reports®. Written in Visual Basic and SQL, Sales Simplicity uses XML to feed virtually any back-end production and/or accounting system. To increase speed and load times, SalesSimplicity.Net uses Application Streaming to provide high performance, stateless applications for the Internet. For more information call (480) 892-2500 or visit www.SalesSimplicity.Net.

About Bright Homes

Bright Homes is a second-generation, family-owned, land-development and single-family-home builder with operations in Central California and Northern Nevada. Building on over 30 years of homebuilding experience, the Company is dedicated to investing in its people, processes and systems to continue to deliver the best value to its customers. For more information, visit www.Bright-Homes.com

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