

## New Homebuilding Software Alliance Joins Ten Best-Selling Software Companies in Marketing and Integration Initiative

Builder Alliance for Software Efficiency (BASE) is comprised of the nation's most powerful, successful software companies.

*BASE companies work with thousands of homebuilders – from pre-construction through post-construction – who manage more than 25 percent of the nation's housing starts.*

### Lakewood, Colorado – February 25, 2008

Ten of the nation's best-selling home building software and technology services companies have joined in a powerful new marketing and integration initiative called BASE, for Builders Alliance for Software Efficiency. BASE was on display at the 2008 IBS in Orlando.

Each member of BASE is acknowledged as an elite solution in their respective functionality sector – ranging from sales to post-construction services. BASE was formed, in part, to make home builders aware that pre-integrated “best of breed” software solutions exist among BASE members.

As testimony to the strength and usability of its software, BASE members have a combined installed customer base of thousands of builders, and these builders collectively manage far more than 25% of the nations' housing starts.

BASE members are also the most-award winning, best-selling software solutions in their respective sectors. These member companies include, in alphabetical order, Avid Ratings, AxisPointe, Builder1440, BuilderMT, Corrigo, Customer Velocity, RIM BlackBerry, Sage Software (provider of construction management solutions), Sales Simplicity, and Sprint/Nextel. BASE members are integrated to work together, and data entered into any one BASE system can populate the systems of other BASE members through established data pathways. Home builders do not have to compromise on software performance in any functionality sector. With BASE, they can access the top-performing software companies in *all* home building processes, while remaining confident that custom code and integration costs are nonexistent or at an absolute minimum.

The BASE constituent companies offer services that span the entire home building process – with complete wireless connectivity for both data and voice services – and these services range from customer prospecting and sophisticated email campaigning tools, through sales automation, accounting, and process management, all the way to post-construction warranty management, and customer surveys – and everything in between, including purchasing, job costing, scheduling, and management by key performance indicators.

### About BASE Members:

#### Avid Ratings

Avid Ratings is a full-service customer loyalty management firm, which provides enterprise-level surveys, organizational consulting, and proprietary solutions to convert delighted customers into increasing profitability.

[www.AvidRatings.com](http://www.AvidRatings.com); (800) 851-5823



#### AxisPointe

AxisPointe - creator of HomeProfile - offers turnkey, outsourced post-

construction services for residential home builders and multi-family housing developers as well as BuilderCertified licenses and liability verification and BuilderOnCall, outsourced call centers.

[www.AxisPointe.com](http://www.AxisPointe.com); (801) 753-0070



#### Builder1440

Builder1440 is the homebuilding industry's premier

provider of sales, CRM and marketing software solutions.

Sales1440, Builder1440's cornerstone system, manages every home sale, from initial walk-in or web lead capture, to follow-up and email marketing, home configuration, contract generation, and change order management.

[www.Builder1440.com](http://www.Builder1440.com); (410) 843-3800



#### BuilderMT

BuilderMT is the leading provider of production management

software for residential home builders, with services that range from scheduling, costs variances, labor contracts, purchasing sales pricing, vendor communications, and executive dashboards.

[www.BuilderMT.com](http://www.BuilderMT.com); (888) 757-1991



### Corrigo

Corrigo provides the leading solution for home warranty and service management. It enables real-time information flow between homeowners, management, field workers, and subcontractors, yielding higher customer satisfaction, better control of operations, and lower costs.

[www.Corrigo.com](http://www.Corrigo.com); 1.888.826.5720



### Customer Velocity

Customer Velocity, an IHTA award winner, is the widely acknowledged national leader in sales process automation and best-practice web-lead management, with the industry's leading email campaign management solution.

[www.CustomerVelocity.com](http://www.CustomerVelocity.com); (281) 383-9380



### RIM

Research In Motion (RIM) is a leading designer, manufacturer and marketer of innovative wireless solutions for the worldwide mobile communications market.

[www.RIM.net](http://www.RIM.net); (519) 888-7465



### SAGE Software

Sage Software has a growing portfolio of business management solutions specifically tailored for the construction and real estate industries. The portfolio is designed to provide support through the growth cycle of a business and includes: **Peachtree by Sage Premium Accounting for Construction** and **Sage Master Builder**. For medium to large companies, **Sage Timberline Office** offers integrated financial, operations and estimating software and provides the most sophisticated level of functionality in the Sage Software portfolio of construction solutions. Sage Software supports the needs, challenges and dreams of nearly 2.8 million small and mid-sized business customers in North America through easy-to-use, scalable and customizable software and services.

For more information, please visit

<http://www.sagesoftware.com/moreinfo> or call (866) 308-2378.



### Sales Simplicity

Sales Simplicity Software is the best-selling and most widely used sales automation, contact management, and CRM tool for production homebuilders and multi-family developers in the U.S. and Canada. [www.SalesSimplicity.com](http://www.SalesSimplicity.com); (480) 892-2500



### Sprint

Sprint Nextel offers a comprehensive range of wireless and wireline communications services bringing the freedom of mobility to consumers, businesses and government users. Sprint Nextel is widely recognized for developing, engineering and deploying innovative technologies, including two robust wireless networks serving approximately 54 million customers at the end of 2007; industry-leading mobile data services; instant national and international push-to-talk capabilities; and a global Tier 1 Internet backbone.

For more information, visit [www.Sprint.com](http://www.Sprint.com); 877-639-8351



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