

Customer Velocity and BuilderMT Enter Agreement to Co-Market and Integrate Their Award-Winning Systems

A rare bright spot in the housing market: Customer Velocity and BuilderMT see surge in demand for process controls offered by their complementary systems.

The Woodlands, TX – October 11, 2007– Customer Velocity, the widely acknowledged national leader in sales process automation and best-practice web-lead management, today announced that it has entered into a co-marketing agreement with BuilderMT. The alliance between these two companies comes as both Customer Velocity and BuilderMT are experiencing a surge in demand for their latest products, in defiance of the downturn in the housing market. The agreement will include integration of the two systems.

The reason for the spike in demand for Customer Velocity and BuilderMT is that both companies offer strict process controls and cost-containment mechanisms that builders are hungry for in tighter housing markets. This demand is all the more remarkable because builders continue to cut back in many other sectors of their operations, yet are eager to use this slow time to optimize their processes and prepare for future market up-ticks.

Customer Velocity's sales-process-automation and web-lead conversion tools are used on 60,000 starts, up from 10,000 starts in 2006. Today, Customer Velocity is used by 3,000 new-home communities in 31 states. The company is on track to more than double its customer base *and* revenues in 2007 over 2006 performance.

With 20% of the new home market, BuilderMT has recently announced the release of its Business Process Management (BPM) solution – a highly intuitive graphic tool that creates and maps complex business processes. As an add-on to BuilderMT's award-winning Workflow Management Suite, BPM is generating a great deal of excitement in the industry, and BuilderMT already has a waiting list of builders eager to implement it.

"If builders are concerned about software costs and support and maintenance fees, I would urge them to look at allied Best of Breed systems, like the alliance of systems found in our relationship to BuilderMT and its other software partners," said Customer Velocity's Tom Sieger.

"Tens of thousands of dollars a month can be easily saved by companies that can license systems allied with BuilderMT. It's all been pre-integrated and is available off the shelf at a fraction of

what the builder would pay for a so-called 'one system does it all' solution," said BuilderMT's Tom Gebes.

About Customer Velocity

Based in The Woodlands, Texas, Customer Velocity is the premier lead-management, website and content management software for builders and developers. The Company's services include:

Lead Velocity: 2007 IHTA/IBS award winning sales automation lead management and auto-processing software that dramatically increases sales through e-mail campaign marketing and instant sales-agent assignment and tracking.

Web Velocity: Websites that convert more lookers to buyers and put control in the hands of the builder.

Realtor Velocity: Web-driven tools to supercharge a builder's relationship with realtors.

Dedicated to helping builders close more leads by accelerating builder/buyer relationships, Customer Velocity combines years of builder-specific marketing and communications experience with state-of-the-art software development, as it provides easy-to-use, visually stunning websites that deliver prospective buyers to the builder's sales office.

To learn more, visit <http://www.CustomerVelocity.com> or call (281) 383.9380.

About BuilderMT

BuilderMT has established itself as the best-selling, most award-winning software suite for residential home builders of nearly any size, with year-on-year growth that outpaces all of its competitors, combined. For large and medium-size home builders in the \$250 billion home building industry, BuilderMT provides highly customizable building process management software that works in tandem with Sage Timberline Office Accounting and Estimating software, systems used by one in four of the Builder 100. BuilderMT systems have been purchased by more than 600 corporations and 7,000 individuals that manage nearly 300,000



direct results :: ::

housing starts annually, more than 20% of the new-home market. BuilderMT is widely recognized as a leader in process-driven, best building practices for builders, as well as customer service, warranty applications, online training, and innovative wireless applications. Since its inception in 1999, BuilderMT has maintained its status as a debt-free, highly profitable company that invests its profits back into infrastructure and software development.

To learn more, visit <http://www.BuilderMT.com> or call (888) 757-1991.

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