

For Immediate Release:**Homebuilders.com to Become the Ultimate Online Marketing & Sales Resource for Homebuilders**
Online think-tank to provide advice and actionable know-how to help builders succeed

Dallas, Texas (November 4, 2010) – **Homebuilders.com** is launched today as the ultimate online resource center for homebuilders and new home sales professionals. Homebuilders.com is unique to the marketplace in that 100% of its content zeroes in on the three major challenges facing homebuilders and industry professionals today - generating enough traffic, converting that traffic to sales, and creating profitable sales. Going beyond a discussion group, Homebuilders.com offers insight, advice and actionable know-how into what's working and who's doing it along with examples, case studies and feature interviews with leading builders across North America.

“The landscape for marketing & selling in the homebuilding industry has changed so dramatically that we wanted to bring together a collective think-tank that captures the core elements for successful selling today -- powerful marketing programs, building a motivated and productive sales team, creating websites that work, driving customers to your business online, integrating online marketing with onsite sales, and the key role technology plays in connecting with potential and existing homebuyers” stated Myers Barnes, principal of Myers Barnes & Associates and a founder of Homebuilders.com.

Homebuilders.com incorporates topical articles, e-papers, videos, webinars, interviews, and newsletters from a collaboration of industry leading experts. Other Homebuilders.com founders and editorial contributors include Mike Lyon, principal of Doyouconvert.com, Chip Johnson, CEO of Builder Designs, Jim Adams, founder & CEO of newhomedirectory.com and Dave Clements, founder & CEO of Lasso Data Systems.

“At Ideal Homes we have made some great progress in generating traffic and increasing conversions in this predominantly virtual world. Having a resource like Homebuilders.com would have been really helpful along the way” stated Steve Shoemaker, Marketing Director of award winning Oklahoma based Ideal Homes.

“There is a lot of clutter out there and the goal of Homebuilders.com is to be a non-promotional educational resource that will help builders navigate their way on the path to more effectively market and sell out their new home communities, faster and more profitably” stated Mike Lyon, principal of DoYouConvert.com.

Marketing Programs

Keep up on the best strategies *in homebuilder marketing and brand building* from the leaders in the field.

Website Design

Stay current on the latest trends and technology affecting *homebuilder website design*.

Search Engine Optimization

Learn the best practices for *homebuilder seo programs* from the industry's most knowledgeable experts.

Online Sales

Find out how smart homebuilders *convert online inquiries into new home sales*.

Sales Training

All the tips you need to build a motivated, energized and productive *new homes sales team*.

Customer Relationship Management

Explore how *CRM can provide the link* for marketing and sales to convert more prospects to purchasers.

About Homebuilders.com:

Homebuilders.com is an online resource center dedicated 100% to homebuilders & new home sales professionals offering insight, advice and actionable know-how into the business of marketing & selling new home developments. The founding members of the site include:

Myers Barnes: Myers is principal of Myers Barnes & Associates, widely regarded as the authority on new-home sales, Myers has helped generate billions of dollars in revenue for builders, developers, and top corporations. www.myersbarnes.com

Mike Lyon: Mike is principal of Doyouconvert.com, a recognized leader in delivering and executing proven strategies for converting browsers to buyers, based on real world knowledge and first-hand experience. www.doyouconvert.com

Chip Johnson: Chip is CEO of Builder Designs, a developer of home builder websites and internet marketing services including email marketing, Interactive Plat Maps and Builder SEO. www.builderdesigns.com

Jim Adams: Jim is founder & CEO of NewHomesDirectory.com, an online directory devoted to displaying new homes for sale to those who are searching for new homes on the Internet. www.newhomesdirectory.com

Dave Clements: Dave is a founder & CEO of Lasso Data Systems, the leading developer of “on-demand” CRM homebuilder software for builders and developers. Lasso has been deployed on over 1,200 homebuilding projects globally. www.lassodatasytems.com

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