



Software that Sells Real Estate.

For Immediate Release:

Morningstar Homes Selects Lasso Enterprise CRM for Marketing & Sales Objectives

Vancouver, Canada - (December 1, 2009) – **Lasso Data Systems**, a leader in Customer Relationship Management (CRM) software for the residential new home building industry, has announced that **Morningstar Homes Ltd.** has selected Lasso Enterprise CRM as their sales and marketing software for their new home communities throughout Vancouver’s Lower Mainland.

Morningstar Homes, associated with Polygon Homes, based in Vancouver is a highly respected homebuilder known for their quality of design, construction and customer service. Current communities in development include **North Pointe at Sunstone** in North Delta, **Saddle Creek** in Cloverdale, and **Sterling** in Coquitlam.

“One of our core values at Morningstar is to build enduring relationships with our purchasers. It is an important ongoing objective to improve how we communicate with our prospects and purchasers. Our goal is to harmonize the individual sales and marketing efforts into a whole and well thought out plan that includes the strategic use of technology. Lasso CRM will help us accomplish this.” said Deborah Calahan, VP Sales and Marketing at Morningstar. “Lasso has an excellent reputation in the industry. In speaking to several local home builders, we were told that Lasso is the **real estate CRM** to use; both for the capability of software and their focus on customer service”, added Calahan.

We are extremely pleased to have Morningstar Homes select Lasso and we are excited to begin work with their team to maximize the benefits of technology in support of their sales & marketing objectives,” stated Dave Clements, Lasso Data Systems CEO. “Today, more than ever, an effective balance of good people and processes supported by technology is needed to serve homebuyers; right from interest list through to occupancy and beyond,” added Clements.

About Lasso Data Systems:

Lasso Data Systems Inc., is the leading developer of innovative “on-demand” CRM real estate software for new home builders and developers. Lasso, used for residential developments globally, helps real estate developers, builders and sales agencies sell their developments faster and easier with controlled sales velocity. The company’s software manages potential homebuyers online from interest list to occupancy including marketing, sales, inventory and contract management. Lasso works equally well for diverse developments from urban high-rise to suburban townhomes, single and master planned communities, golf, mountain and ocean resorts and condo-hotels. Lasso, deployed on over 1000 projects globally, is designed for ease of use, rapid deployment and pay by usage to maximize each client’s ROI and reduce their technology and financial risk. Lasso is a privately held company headquartered in Vancouver, BC, Canada.

www.lassodatasytems.com

About Morningstar Homes Ltd.

Morningstar Homes Ltd. is among the most well established and highly respected homebuilders in the Lower Mainland. Under the direction of Dale Barron, the President of Morningstar, the company quickly prospered with an experienced management team that shared his commitment to quality, craftsmanship and desire to create long-term value. Morningstar is now one of British Columbia’s largest builders of single-family homes and has earned the trust of hundreds of discerning homebuyers. Morningstar is an associate of Polygon Homes Ltd., one of the leading homebuilders in British Columbia. Since 1980, Polygon and its associate companies have built more than 15,000 homes of distinction throughout the Lower Mainland. Morningstar is committed to uphold — and continue to build on — Polygon’s excellent reputation for quality design, sound construction and exceptional customer service. www.morningstarhomes.bc.ca

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