



**For Immediate Release:**

**NHDBUZZ.CA LAUNCHED BY NEWHOMESDIRECTORY.COM**

*A press release and public relations site specifically for Canadian Home Builders and Developers.*

**Vancouver, Canada** – (October 22, 2009) – NewHomesDirectory.com has unveiled [NHDBuzz.ca](http://NHDBuzz.ca) for Canadian home builders, developers and real estate marketing professionals. With free sign-up and unlimited press release postings, these news items can be found on search engines such as Google, Yahoo! and Bing. NHDBuzz.ca gives industry professionals the opportunity to promote their properties on the internet without cost or reliance on other parties. Builder representatives can post themselves and take control of the flow of information displayed on the internet. Since June 2008, over 1,700 press releases have been posted and have been viewed over eight million times!

NHDBuzz.ca provides the building industry another internet media solution crafted specifically for new home builders. NHDBuzz.com has provided a platform for US Builders and Developers to post their news and updates; now Canadian homebuilders will have a distinct Canadian platform.

“We are excited about our entry into the Canadian Homebuilding market, says Jim Adams,” CEO of NewHomesDirectory.com, “Canadian builders and developers are engaged in social media and online marketing and this site now provides real estate professionals with a simple means to broadcast their information.” NHDBuzz.ca coincides with the recent launch of seven Canadian New Homes Directory sites – [Vancouver](#), [BC Interior](#), [Calgary](#), [Edmonton](#), [Toronto](#), [Ottawa](#) and [Montreal](#).

NewHomesDirectory.com has an exclusive marketing alliance in Canada with Lasso Data Systems Inc. “We are really excited to be offering the suite of NewHomesDirectory.com services that connect consumers directly to new home builders, literally 1,000’s of prospective buyers visit the city directories,” said Dave Clements, Lasso Data Systems, CEO, “NHDBuzz.ca is a free PR service and a terrific vehicle for delivering news about new projects and communities across Canada”.

**About Lasso Data Systems**

Lasso Data Systems Inc. is the leading developer of innovative “on-demand” CRM real estate solutions 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 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 1,000 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](http://www.lassodatasytems.com)

**About NewHomesDirectory.com**

Founded in 2001 by CEO Jim Adams, [NewHomesDirectory.com](http://NewHomesDirectory.com) is an online directory devoted to connecting consumers with new home builders and developers in their area. Unlike other real estate listing sites, NewHomesDirectory.com links potential buyers directly to a home builder’s community webpage, delivering traffic to builders instead of acting as an intermediary clearinghouse for leads. The company is also a leading-edge developer of revolutionary internet applications for real estate sales and marketing, including NHDBuzz.com, a press release hosting site for real estate companies featuring the latest industry news; the New Homes Professional Network at LinkedIn.com, providing networking opportunities and discussion of the latest trends for real estate sales and marketing professionals; and a high-definition video hosting site that will aid builders in producing and spotlighting video profiles of their latest communities, including soundtracks provided by some of today’s hottest music artists.

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