



**For Immediate Release:**

**LASSO DATA SYSTEMS AND NEWHOMESDIRECTORY.COM ANNOUNCE MARKETING AND SALES ALLIANCE PARTNERSHIP**

*NewHomesDirectory.com services will be sold exclusively throughout Canada by Lasso Data Systems.*

*Site draws targeted home buying traffic direct to homebuilder websites.*

**September 9, 2009** – [Lasso Data Systems](#), a premier developer of customer-relationship management (CRM) software for homebuilders and developers globally, today announced a partnership with [NewHomesDirectory.com](#) to sell the site's internet directory services to its clients throughout North America, with an exclusive reseller agreement for homebuilders in Canada. NewHomesDirectory.com is a leading-edge developer of revolutionary internet applications for real estate sales and marketing, including one of the top online directories devoted to connecting consumers with new home builders and developers in their area.

The partnership marks the first time NewHomesDirectory.com has made its products available outside the United States, with initially six major directories available through the site serving regions within British Columbia ([Vancouver](#)), Alberta ([Calgary](#), [Edmonton](#)), Ontario ([Toronto](#), [Ottawa](#)) and Quebec ([Montreal](#)). Other internet marketing products available from NewHomesDirectory.com include [NHDBuzz.com](#), a portal enabling builders to post press releases on their projects free of charge, and [NewHomesDirectory.tv](#), which offers high-definition video profiles of new home communities.

"NewHomesDirectory.com and Lasso both play critical roles in the new home sales process," said Jim Adams, CEO of NewHomesDirectory.com. "NewHomesDirectory.com drives high quality traffic to builder websites, while historically Lasso's focus has been on [CRM solutions](#), invaluable technology for builders who want to properly manage and close the leads generated from that traffic. This is an attractive proposition for builders because Lasso's partnership with NHD will help Canadian homebuilders to reach more interested buyers and to manage their prospect database. By taking advantage of NewHomesDirectory.com through Lasso, Canadian homebuilders can now connect with the thousands of consumers searching for new homes throughout Canada and generate some of the most qualified leads available to sales agents."

The NewHomesDirectory.com partnership marks a new stage in the growth of Lasso Data Systems, moving forward in supporting its customers not just with CRM technology solutions but with proactive online marketing and sales strategies that include directory services and consumer traffic, website and search engine optimization (SEO), plus lead intelligence & nurturing. The new marketing offerings will be offered both in addition to and separate from Lasso's core CRM solution.

"Working together with Jim Adams and the team at NewHomesDirectory.com is a natural extension of the missions of both companies," explained Dave Clements, CEO of Lasso Data Systems. "With more than eighty percent of homebuyers starting their research online, we hope to strengthen the value and the connection we offer homebuilders and developers by providing targeted traffic, innovative online marketing services and a CRM solution custom built for the real estate industry. NewHomesDirectory.com provides a clean and easy to navigate information source for consumers that is also an extremely economical way for builders to generate revenue through precise and targeted online traffic."

**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 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](#) 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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