



Converting Prospects to Purchasers

For Immediate Release:

Lasso Teams Up with Two Homebuilder Sales Gurus for Upcoming Sales Webinar.

Myers Barnes and Mike Lyon share strategies and tactics to "Crack the Code to 30% Closing Ratios".

Vancouver, Canada - (September 9, 2010) – "**Crack the Code to +30% Close Ratios**" is the latest webinar in Lasso's 2010 Webinar Series and features two of North America's leading new home sales consultants, **Myers Barnes** and **Mike Lyon**. It's anticipated that over 200 real estate professionals will attend this one-time complimentary webinar on Tuesday, September 21st, that will provide attendees with concrete strategies and tactics to unlock the secrets to sales success.

"Myers Barnes and Mike Lyon are two of North America's preeminent new home sales consultants," stated Lasso CEO, Dave Clements. "Their sales methodology, which successfully integrates online and offline sales and marketing efforts, has become widely accepted. During the one-hour webinar, Barnes and Lyon will demonstrate how to make the connection between online marketing to onsite sales with a proven formula that is not only pragmatic and 'doable', their combination of people, process and technology delivers proven results," added Clements.

"There's no question the homebuilding industry has taken a beating in the past few years and Mike and I have made it our mandate to inform and educate new home sales and marketing professionals," stated Myers Barnes. "We are seeing clients getting 30% or higher close rates; it can be done even in today's challenging market," added Barnes.

"A solid CRM technology is a critical component to developing a marketing and sales strategy that works," explained Mike Lyon, Principal, DoYouConvert.com. "Myers and I welcome the opportunity to present together and to promote our roadmap for success which includes the deployment of CRM software like Lasso," added Lyon.

Using CRM software, such as Lasso's **Home Builder Software**, is a key tool that supports builder marketing and sales teams to improve sales, profit and customer loyalty. Beyond software, Lasso's goal is to provide awareness, education and best practices in marketing and sales for real estate professionals by regularly sponsoring complimentary webinars and workshops.

Attendees of this webinar will have an opportunity to win a Lasso CRM QuickSTART Sales subscription for one of their projects (value \$1,495), Myers Barnes' book, "**New Home Sales in a Nutshell**", and Mike Lyon's new book, "**Social Media Guide to Real Estate**". In addition, during the webinar, attendees are able to ask the experts questions during and at the conclusion of each session. **Register for this webinar today!** Information regarding past webinars, including access to recordings, can be found [here](#).

About Myers Barnes:

Myers is an acknowledged leader in global new-home sales and is known worldwide as one of the industry's topmost authorities in sales, management and corporate growth. Myers has earned his position as one of the building industry's most requested advisors and speakers because he doesn't just talk about the business of selling homes - he lives it. www.myersbarnes.com

About Mike Lyon:

Mike's "real world" knowledge and first-hand experience in the realm of online marketing and sales for homebuilders has contributed to the success of builders and developers across North America. He delivers his information from the trenches and draws from his diverse background in online advertising, digital design and internet sales. www.doyouconvert.com

About Lasso Data Systems:

Lasso Data Systems is the leading developer of "on-demand" CRM real estate software for new home builders and developers. Lasso, deployed on over 1,200 projects globally, equips home builders and sales agencies to convert prospects to purchasers and to sell their developments faster and easier. 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, and destination resorts. Lasso 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. www.lassodatasytems.com.

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