



## Converting Prospects to Purchasers

### For Immediate Release:

**Lasso announces integration with leading new home portals NewHomeSource.com and Move New Homes**  
*Seamless flow of leads into Lasso facilitates timely organized follow up of prospective homebuyers*

**Vancouver, Canada** - (March 28, 2011) – Lasso Data Systems, uniquely focused on **CRM homebuilder software** solutions for the residential new-home industry, announces seamless integration with Builder Digital Experience (BDX), the leader in new home portals in the United States.

“A strong CRM system is the backbone of a company’s success and we’re excited to partner with Lasso to facilitate the organizing and automatic follow up for the leads from our leading new home portals **NewHomeSource.com** and **Move New Homes**,” said Melissa Morman, VP and GM for **Builders Digital Experience**. “We’re encouraged that our first implementation with Lasso has proven so effective for Heartland Homes of Pittsburgh, and look forward to building on this success with many more builders.”

“Studies by the NAHB and NAR have both shown that all sales people struggle with performing follow up effectively,” stated Kevin Oakley, Director of Marketing at **Heartland Homes**. “Using an effective CRM tool like Lasso is going to give us a huge competitive advantage. The team at Lasso has been great to work with too - they just added the ability for BDX / NewHomeSource.com leads to be entered directly into the system saving us tons of data entry time.”

“We are extremely pleased to partner with BDX and their listing network which includes NewHomeSource.com and Move New Homes. This integration means homebuilder sales agents or online sales counselors get immediate notification whenever consumers express interest in their communities so follow up with prospects can be timely, personal and professional,” stated Dave Clements, CEO, Lasso Data Systems. “This service dramatically streamlines the lead management process for builders by eliminating manual data entry and, at the same time, also provides a vehicle to measure marketing ROI,” added Clements.

### About Lasso Data Systems:

Lasso Data Systems is the leading developer of innovative “on-demand” CRM home builder software for builders and developers. Lasso, deployed on over 1,200 projects globally, equips real estate developers, 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 family, master planned and senior communities, and golf, mountain and ocean 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](http://www.lassodatasytems.com)

### About Builders Digital Experience

Builder’s Digital Experience LLC (BDX) from Builder Homesite, Inc. and Move, Inc. (NASDAQ:MOVE) was founded in October 2009 to combine the industry’s leading new home resources under one roof and offer builders innovative online marketing options, streamlined customer service and support, and greater value. BDX includes the top two new home websites, NewHomeSource.com from Builder Homesite and Move New Homes. Additional services include video production, rich media rendering, mobile search, custom website production, connections to real estate professionals, and more. Together these online and interactive resources help builders create a true digital experience for their buyers. [www.thebdx.com](http://www.thebdx.com)

### About Heartland Homes:

Heartland creates custom homes of the highest quality at an affordable price with excellent customer service that exceeds expectations. More than 25 years ago, Heartland Homes was created with the desire to be the very best. Whether a single-family home or an entire community, our goal was then - as it is now - to exceed customer expectations on every level. Today, our company remains resolute in our commitment to excellence. We take great pleasure in offering exceptional value for every dollar spent in building your home. What’s more, we treat each and every customer with honesty and respect. If it’s important to you, it’s important to us. Quite simply, we at Heartland Homes are passionate about what we do. In turn, we hope to share that passion with you throughout the creation and building of your dream home. [www.heartlandcustomhomes.com](http://www.heartlandcustomhomes.com)

### Contacts:

Dave Clements, CEO  
Lasso Data Systems Inc.  
dclements@lassodatasytems.com  
1.866.526.9955 Ext: 8565

Angela McKay, Marketing Director  
Lasso Data Systems Inc.  
amckay@lassodatasytems.com  
1.866.526.9955 Ext: 8557