



Converting Homebuyer Prospects to Purchasers

For Immediate Release:

Lasso Executives Recognized for Real Estate Sales and Marketing Technology Leadership

BuilderRadio, top education resource for real estate sales and marketing professionals, adds Lasso executives to faculty

Vancouver, Canada - (May 18, 2010) – [Lasso Data Systems](#), leaders in customer relationship software (CRM) for real estate homebuilders and developers, is pleased to announce that CEO, Dave Clements and Vice President Sales, Dave Betcher, have been added as faculty members to the [BuilderRadio](#) network. Adding to BuilderRadio's distinguished list of real estate professionals, they will provide sales and marketing resources to builder executives, managers and new home marketing and sales specialists.

"Our membership frequently tells us that one of the biggest challenges faced today is using automation in marketing and sales and Lasso truly is a leader in the CRM domain with an exceptional reputation in the homebuilding industry, as both Dave Clements and Dave Betcher have broad comprehensive knowledge of the residential housing industry having been involved in hundreds of CRM implementations throughout North America," stated Jerry Rouleau, Principal of BuilderRadio. "Both Clements and Betcher possess a deep understanding of the challenges facing sales and marketing professionals today," added Rouleau.

The Lasso representatives will deliver educational webinars as well as provide expert panelist representation on various podcasts and sessions on topics such as technology strategy in new home sales, online marketing, email marketing, lead and prospect management, amongst other topics.

"We are delighted to be part of the BuilderRadio faculty", stated Dave Clements, Lasso Data Systems, CEO. "Our mandate is to equip builders and developers with the technology tools to sell their projects and communities faster and more profitably. Core to the mandate is being passionate about providing education and delivering topical, high value information to homebuilders. We are excited to work with Jerry Rouleau and Scott Stroud and to be amongst a terrific group of industry leaders," added Clements.

About BuilderRadio:

BuilderRadio is the number one source for sales training programs and materials to help real estate professionals get more traffic, convert more leads and close more sales. BuilderRadio was founded by veteran sales trainers Jerry Rouleau and Scott Stroud, and is supported by a faculty of leading consultants to the homebuilding industry. BuilderRadio brings real, usable information in the form of blogs, podcasts, audio seminars, books, workbooks, articles and live webinars, all centered on helping grow sales and income - even in today's volatile housing market. www.builderradio.com

About Lasso Data Systems:

Lasso Data Systems is the leading developer of innovative "on-demand" CRM real estate software for new homebuilders and developers. Lasso equips real estate developers, builders and sales agencies to convert more 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, golf, mountain and ocean resorts and condo-hotels. Lasso is designed for ease of use, rapid deployment and pay by usage, project by project 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

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