



## Converting Prospects to Purchasers

**For Immediate Release:**

### **Heartland Homes Selects Lasso Homebuilder CRM for Marketing & Sales**

*Pittsburgh's #1 custom home builder views CRM as core to marketing, sales and homebuyer satisfaction*

**Vancouver, Canada** - (February 15, 2011) – Lasso Data Systems, leading provider of **CRM homebuilder software** solutions for the residential new-home industry, has been selected as Heartland Homes' CRM sales software to manage prospect and purchaser information across its portfolio of residential communities throughout the Pittsburgh area.

"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. Our initial test of the Lasso system was with our online sales counselor over four months. Her efficiency skyrocketed, but more importantly she started selling more homes. She went from being 6% of total company sales to 25% in four months – with no other changes to our process," adds Oakley. "With those kinds of results, I knew the next step was to get our entire sales team on board with Lasso CRM as quickly as possible. 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 be selected to provide our CRM software services to Heartland Homes, an award winning homebuilder with an exceptional reputation for quality and value who is also a leader in innovative approaches to marketing and sales." stated Dave Clements, CEO, Lasso Data Systems. "We look forward to serving the Heartland team for years to come," added Clements.

#### **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)

#### **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. Lasso is a privately held company headquartered in Vancouver, BC, Canada. [www.lassodatasytems.com](http://www.lassodatasytems.com)

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