



Converting Prospects to Purchasers

For Immediate Release:

Ideal Homes Selects Lasso Homebuilder CRM Software

Award winning Oklahoma Builder chooses Lasso for marketing and sales CRM solution

Vancouver, Canada - (February 1, 2011) – Lasso Data Systems, leading provider of **CRM homebuilder software** solutions for the residential home building industry, announces that Ideal Homes of Oklahoma, is deploying Lasso CRM software to manage their prospects and purchasers across their Oklahoma City metro residential communities including Moore, Norman, Yukon, Mustang and Edmond, as well as Midwest City and Stillwater.

“Fundamental to our marketing strategy and online program is to serve every home buying prospect with speed and responsiveness so our approach is contingent on three key elements; our website, our CRM system and making sure we track performance. Lasso’s CRM homebuilder software is core to our strategy and quite simply, it has provided immediate results for our online program,” stated Steve Shoemaker, Director of Marketing at Ideal Homes. “With Lasso’s deep functionality for marketing and sales it was a natural transition to now deploy Lasso across our entire marketing and sales team.” added Shoemaker.

“We are very proud to be chosen by Ideal Homes as their technology partner for their CRM homebuilder sales software requirements. The team at Ideal Homes, in addition to their extraordinary tradition of quality, innovation and numerous awards for homebuilding excellence, has a great reputation for leadership and forward thinking in marketing, sales and customer service.” stated Dave Clements, CEO, Lasso Data Systems.

About Ideal Homes:

Founded in 1990, Ideal Homes has consistently set the standard for innovative homebuilding and has been nationally recognized for the quality of its products and processes. Now Oklahoma’s leading homebuilder, the company is locally owned and operated and is the winner of the premier *Professional Builder of the Year Award* for 2010, from Professional Builder Magazine; *America’s Best Builder Award* for 2007, from Builder Magazine and the National Association of Homebuilders; and the prestigious *National Housing Quality 2006 Gold Award* from the National Association of Home Builders Research Center. Ideal Homes is a member of the National Association of Home Builders, Central Oklahoma Home Builders Association and the Norman Home Builders Association. The company has developed and builds in 17 communities throughout the Oklahoma City metropolitan area: Choctaw, Deer Creek, Edmond, Moore, Mustang, Midwest City, Norman, Oklahoma City, Mustang, Yukon, and in Stillwater. www.ideal-homes.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 home builders, real estate developers, 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 an employee owned privately held company headquartered in Vancouver, BC, Canada. www.lassodatasytems.com

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