



Converting Homebuyer Prospects to Purchasers

For Immediate Release:

Memphis Based Leader Realty chooses Lasso CRM Home Builder Sales Software

Leading Mid-South Realtor selects Lasso Data Systems CRM marketing & sales system

Vancouver, Canada - (September 08, 2010) – Lasso Data Systems announces that Memphis, Tennessee based Leader Realty has selected Lasso's **home builder software** as their Customer Relationship Management (CRM) system. Leader Realty is a full service real estate brokerage agency and also represents two highly respected home builders in the mid-south, Leader Five Star Homes and Regency Homebuilders, two homebuilders with a deep history of building homes with enduring quality and extraordinary craftsmanship while retaining mid-south architectural integrity.

"At Leader, we want to be at the forefront in using technology to serve our buyers and the homebuilders that we represent. There is no doubt that Lasso is the leader in CRM for residential construction," stated Eddie Scuggs, Leader's Managing Broker/Partner. "As our CRM software partner Lasso is used to capture all prospects' contact details and their home buying preferences, then to help guide our sales team to nurture and communicate with each prospect as they progress through their home buying process. To further streamline our customer service, Lasso will be used to manage assignment of inventory, pricing and purchase contracts all from one single source," added Scuggs.

"We are delighted to be chosen by Leader Realty as their CRM home builder software partner," announced Dave Clements, CEO of Lasso, "Leader Realty and their homebuilder partners, Regency Homes and Leader Five Star Homes; all have a tradition for quality and customer service. Leveraging CRM as a key foundation of their customer strategy is really a win-win - better service levels for customers and increased conversion ratios and efficiencies for the business," added Clements.

About Leader Realty:

Leader Realty, based in Germantown, Tennessee is a real estate company that represents two local builders with over 50 years of successful experience, Leader Five Star Homes and Regency Homebuilders. Leader Realty has traditionally taken each company they represent to top rankings in their local areas by developing top talent and utilizing the most advanced technology available, such as Lasso Data Systems. Our goal at Leader Realty is to empower our people to have the tools to service our builders and exceed expectations of all of our customers. www.leader-realty.com

About Lasso Data Systems:

Lasso Data Systems is the leading developer of innovative "on-demand" CRM real estate software for home builders and developers. Lasso, deployed on over 1,200 projects globally, equips real estate developers, builders and sales agencies to convert prospect 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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