



## Converting Prospects to Purchasers

### For Immediate Release:

#### **Spain's PGA Catalunya Resort Selects Lasso CRM for Marketing and Sales Software** *World-Class Spanish Golf Resort continues its masterpiece development stroke by stroke*

**Vancouver, Canada** - (August 24, 2010) – Lasso Data Systems, leading provider of CRM **home builder software** solutions for the residential new home industry, has announced that the destination resort, **PGA Golf Catalunya Resort**, near Barcelona, Spain, has deployed Lasso sales and marketing software to manage prospect and purchaser information for their single-family estate series, **La Vinya** and **La Selva**, along with the townhomes and apartments that comprise the prestigious development.

"Prospective Catalunya homebuyers have a variety of residential options available to them and Lasso's CRM real estate software provides our sales and marketing team with the means to manage prospect information and implement standard sales processes to ensure that all our prospects are followed up on in a timely, effective manner throughout their buying process," stated Kurt Fraser, Sales Director at PGA Catalunya. "Lasso's integrated email marketing is extremely important to us as email is the easiest, fastest and most cost-effective way to keep our widely dispersed prospects engaged and informed. Lasso is a world-class CRM system," added Fraser.

"We are extremely pleased to provide our CRM services to such a prestigious European project," stated Dave Clements, CEO, Lasso Data Systems. "Our software is accessible 24/7 anywhere, anytime, no matter where a client is located around the globe. During these turbulent times for the residential development industry we have made significant investments in our software and network to ensure that regardless of your location, Lasso users can access our CRM software quickly, easily and securely," added Clements.

#### **About Lasso Data Systems:**

Lasso Data Systems is the leading developer of innovative "on-demand" home builder software for builders and developers. Lasso, deployed on over 1,200 projects globally, equips real estate developers, 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 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](http://www.lassodatasytems.com)

#### **About PGA Catalunya Resort**

PGA Catalunya Resort is a luxury Spanish resort boasting two championship golf courses, including the Stadium Course ranked 88th in the world and 3rd in Europe. Poised to become the premier residential community in the Barcelona area, the Estate continues to enjoy great interest and sales success of its golf-front villa plots. Rounding out the residential collection are semi-detached townhomes, now available for sale, as well as luxury apartments. Designed by renowned Barcelona architects, Damian and Francisco Ribas, the townhomes provide exceptional lifestyle features including a double-height vaulted ceiling, contemporary kitchen with separate utility room and study with direct terrace and garden access. [www.pgacatalunya.com](http://www.pgacatalunya.com)

#### **Contacts:**

Dave Clements, CEO  
Lasso Data Systems Inc.  
[dclements@lassodatasytems.com](mailto:dclements@lassodatasytems.com)  
1.866.526.9955 Ext: 8565

Angela McKay, Marketing Director  
Lasso Data Systems Inc.  
[amckay@lassodatasytems.com](mailto:amckay@lassodatasytems.com)  
1.866.526.9955 Ext: 8557