



Converting Homebuyer Prospects to Purchasers

For Immediate Release:

Singh Homes selects Lasso Homebuilder CRM Software

Michigan's leading new home builder chooses Lasso for sales and marketing software solution

Vancouver, Canada - (December 22, 2010) – Lasso Data Systems, the leading provider of Customer Relationship Management (CRM) solutions for the home building industry, is delighted to announce that Singh Homes, a Michigan-based real estate developer, has selected Lasso for their real estate sales and marketing technology solution. Lasso software is specifically designed for homebuilders and developers.

“We researched CRM systems and Lasso was the clear leader; it’s easy to use and it has a great interface with extensive reporting capabilities,” said Cathy Doig, Principal, Decision Real Estate, the company responsible for sales and marketing of Singh Homes, “Lasso addresses all our homebuilder needs in terms of data collection, easy linkage of registrants to one another and various detailed reports,” added Doig. “We also really appreciate the enthusiastic support and training from the Lasso Client Services team. The Lasso team took the time to show us every aspect of Lasso CRM.”

At any one time, Singh Homes is selling homes in multiple communities accommodating first time buyers as well as empty-nesters and senior-living options. Real estate CRM software, such as Lasso, has become a requirement for homebuilders and developers as they develop and enhance their online marketing presence and define their sales processes for new home prospects.

“We are extremely pleased to have Singh Homes select Lasso as their CRM solution and we are excited to work with their team to maximize the benefits of technology,” stated Dave Clements, Lasso Data Systems CEO. “Our goal is to deliver great value, make decision-making easy and offer a simple setup process so our clients can quickly get going with Lasso in days, rather than weeks or months.”

About Singh Homes:

Singh is a nationally ranked builder/developer that provides exceptional residential housing and commercial properties. The business venture began in southeast Michigan in 1973 with the development of a first home subdivision and apartment community. Today, Singh has become a multifaceted business by successfully developing and building upscale apartment communities, luxury single family subdivisions and homes, Waltonwood senior living communities and premier commercial properties. Singh Homes has three corporate offices in Michigan, North Carolina, and in India. Singh's strategy is to design, build and market high quality real estate developments, as well as manage and retain ownership of revenue producing properties in premier locations. The company's success comes from thoughtfully conceived developments, careful planning, hands-on management, quality construction and astute marketing. www.singhweb.com

About Lasso Data Systems:

Lasso Data Systems is the leading developer of innovative "on-demand" home builder CRM 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

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