

## Summit Realty Group, a Member of the Cushman & Wakefield Alliance, Selects Real Estate Advantage™

*The Commercial Real Estate Solution for Microsoft CRM™*

**Dallas, Texas – March 28, 2007** – Summit Realty Group, a premier commercial real estate firm serving greater-Indianapolis and a member of the Cushman & Wakefield Alliance, and Ascendix Technologies, the publishers of Real Estate Advantage™, announced today that Summit Realty Group has selected Real Estate Advantage™ as its new industry-tailored CRM platform and project management platform. The system will streamline workflow, create greater data efficiencies and integrate with existing applications.

Before partnering with Ascendix, Summit Realty Group had been searching for a centralized system to manage contacts, projects and property data as well as to improve access to that data. The firm also wanted a system that could be easily used while on the road or in the office. The accessibility and ease of use would yield higher user adoption, which would enable brokers to offer a higher level of service to their clients. Summit Realty Group was impressed with the capabilities of Microsoft Dynamics CRM but continued its search for a solution that could combine the Microsoft technology with applications tailored for the commercial real estate industry.

“We are very excited about Real Estate Advantage™,” said Bill Ehret, Principal and President of Summit Realty Group. “Since the application is built to resemble tools we already use, such as Microsoft Outlook, and offers tremendous integration capabilities, it was an easy decision to move ahead with the implementation. Throughout our very thorough search process, we were committed to find the absolutely best product available – one that could provide that next level of functionality.”

“After meeting with Ascendix Technologies, it was evident that Real Estate Advantage™ was the piece we were looking for to move forward with the Microsoft Dynamics CRM platform,” said Brian Zurawski, Principal of Summit Realty. “We knew we found the right solution and that Ascendix was the right partner. It is truly exciting for us to be taking this next step at Summit. I am confident that both our and Ascendix’s efforts will be hugely successful.”

“We look forward to working with Summit Realty Group,” said Wes Snow, President of Ascendix Technologies. “It is our goal to help them gain efficiencies and ultimately increase profitability with the delivery of Real Estate Advantage™.”

### **About Summit Realty Group**

Summit Realty Group has earned its place as one of the premier commercial real estate firms in the greater-Indianapolis area. With a team of 20 brokers and additional support staff, Summit Realty Group specializes in Office, Industrial, Investment, and Corporate Real Estate Portfolio Management services. Summit is a member of the Cushman Wakefield Alliance, a leading global real estate services provider. With more than 195 offices in 55 countries, the Alliance brings the depth of knowledge, resources, and talent to deliver top-line real estate advisory results. For more information on how Summit Realty Group can provide real estate expertise for your organization, please call (317) 713-2100 or visit [www.SummitRealtyGroup.com](http://www.SummitRealtyGroup.com).

**About Real Estate Advantage™** – Developed on the .Net 2.0 framework by AdvantageWorks, the R&D division of Ascendix Technologies, Real Estate Advantage™ integrates seamlessly with Microsoft CRM. The product helps commercial (office, retail and industrial) real estate companies

manage assets, leases, tenants, vendors and prospects in marketing, service, sales and support functions. The solution leverages the tools organizations already use, including Microsoft Outlook, Excel, Word, MapPoint and SharePoint, improving the intuitiveness and adoption rates often plaguing CRM implementations. By building on the Microsoft® Dynamics™ CRM 3.0 platform, Real Estate Advantage™ helps to maximize the investment companies have already made in infrastructure using tools such as Microsoft Exchange, Microsoft® SQL Server, Active Directories and .Net frameworks. For more information about AdvantageWorks' industry solutions and MSCRM add-on products, please visit [www.advantageworks.com](http://www.advantageworks.com). To attend an upcoming event featuring Real Estate Advantage™, please visit [www.ascendix.com](http://www.ascendix.com).

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