

Nurture Marketing for Real Estate Advantage Available for the Commercial Real Estate Industry

Real Estate Advantage™ - The Commercial Real Estate Solution for Microsoft CRM™

Dallas, Texas – January 2, 2008 – Ascendix Technologies announces the availability of *Nurture Marketing for Real Estate Advantage*, a specialized CRM solution built on the Microsoft CRM platform and tailored for the Commercial Real Estate industry. *Nurture Marketing for Real Estate Advantage* helps maintain important relationships such as prospects and tenants from being overlooked.

What is Nurture Marketing for Real Estate Advantage?

Some leads that companies generate need to be nurtured over time. These leads tend to be overlooked or forgotten about in favor of a more viable prospect. *Nurture Marketing for Real Estate Advantage* is designed especially for managing nurture marketing campaigns within MSCRM, the leading mid-market sales automation system. By incorporating the latest MSCRM technology with Ascendix's experience in creating quality, commercial software systems and experience in customizing MSCRM, commercial real estate firms can reap the benefits of an automated, easy-to-use nurture marketing system.

Nurture Marketing for Real Estate Advantage allows for Marketing to define and maintain action plans. Each action plan can have multiple steps. A step can be printing a letter, sending an email message, or scheduling a phone call. Action plans are completely customizable to each firm.

Sales reps can assign the appropriate action plan to a contact with three clicks of the mouse. The sales rep also can track the progress of each assigned action plan.

An integrated Fulfillment Center allows for the efficient printing of letters and related envelopes or labels, as well as the automatic scheduling of subsequent steps.

Included with *Nurture Marketing for Real Estate Advantage* is:

- Action Plan Administration facility to create centralized Action Plans that can be made accessible to all users of MSCRM
- Centralized Fulfillment Center of activities defined in Action Plans including the generation of letters and emails
- Action Plan Assignment facility to allow for action plans to be assigned to marketing targets

Ascendix will be hosting a webinar featuring the *Nurture Marketing for Real Estate Advantage* application at 10 am CT Wednesday, February 6. For more details or to register, please visit <http://www.ascendix.com/events.htm>.

About Real Estate Advantage™ – Real Estate Advantage™ is a powerful framework for commercial real estate companies seeking a solution more specific to the unique, complex needs of the industry. Real Estate professionals manage much more than just prospects and clients, and therefore may not be well served by generic CRM and contact management solutions. The functionality native to the embedded Microsoft CRM system, coupled with the specialized system developed by Ascendix brings a robust, flexible and customizable solution for the growing

commercial real estate enterprise. To attend an upcoming event featuring Nurture Marketing for Real Estate Advantage™, please visit www.ascendix.com.

About Ascendix Technologies – Ascendix Technologies, Inc., a Microsoft® Certified Gold Partner, is a privately held corporation located in Dallas, TX. Founded in 1996, the company is celebrating its 10th year in business focused solely on the implementation of CRM systems for companies in both the mid and enterprise market space. In 2003, Ascendix turned to a vertical strategy, quickly carving out a niche in the alternative investment products, financial services and commercial real estate industries. For more information, please visit Ascendix on the web at www.ascendix.com or contact them at 1-888-Find-CRM.

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