For Immediate Release:

Bluetree Homes deploys Lasso Homebuilder CRM across their portfolio of Vancouver residential projects
Bluetree Homes uses Lasso CRM for marketing, sales, and service.

Vancouver, Canada - (November 24, 2011) – Lasso Data Systems, the leading provider of **CRM home builder software** solutions for the residential new-home industry, has been selected as Bluetree Homes' CRM sales software to manage prospect and purchaser information across its portfolio of residential communities throughout the metropolitan Vancouver area.

"While launching our new housing brand called Bluetree Homes, we took the opportunity to review all of our lead management practices. We concluded that the Lasso CRM technology provided the best solutions and process management. We have used Lasso successfully in the past for other **ParkLane** projects so it was a natural evolution to work with the Lasso team to implement their real estate CRM solution across our entire development portfolio," stated Yosh Kasahara, General Manager of Sales & Marketing at Bluetree Homes. "With Lasso, we can capture and follow up with all our prospective homebuyers quickly and effectively, plus their CRM software tools such as email marketing and website analytics help us communicate and nurture relationships with both potential buyers and the broker community," added Mr. Kasahara.

"We are very appreciative that Bluetree Homes has extended their deployment of Lasso Unlimited across their enterprise", stated Dave Clements, CEO of Lasso Data Systems. "We are proud to be selected to provide our CRM software services to Bluetree Homes, a company that comes from Parklane's 30 year history of award-winning quality and customer service," added Clements.

About Bluetree Homes:

Bluetree Homes comes from ParkLane Homes and 30+ years of award winning quality and customer service. Bluetree is committed to building great communities, and that is why they call themselves "your friendly neighbourhood builder". They are backed by company-wide policies and operating philosophies around reducing their footprint, and strive to exceed customer and industry expectations of responsible development practices. From sustainable construction materials and energy-efficient appliances, to on-site recycling programs that help minimize construction waste, caring for our planet plays a key role in all of their decisions. **www.bluetreehomes.ca**

About Lasso Data Systems:

Lasso Data Systems is the leading developer of innovative "on-demand" CRM home builder software for builders and developers. Lasso, deployed on thousands of projects globally, equips real estate developers, home 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 family, master planned and senior communities, and golf, mountain and ocean destination resorts. Lasso is designed for ease of use, rapid deployment and pay by usage 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.lassodatasystems.com**

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