



For Immediate Release:

Major Urban Canadian Real Estate Markets Rely on Lasso CRM to Sell Out Residential Projects

Lasso Lead Management Software increasingly embraced by Vancouver, Toronto, Montreal and Calgary Developers

Vancouver, Canada - (January 17, 2012) – Lasso Data Systems, the leading provider of **CRM home builder and condo sales software** solutions for the residential new-home industry, is playing a significant role in new home sales success in the Canadian market. Developers, builders and marketing sales agencies are increasingly deploying Lasso CRM to capture, manage and communicate with homebuyer leads, prospects and purchasers.

“We experienced excellent growth of over 40% in 2011 in the Canadian market, primarily in major urban markets like Toronto, Montreal, Calgary and Vancouver. The Canadian real estate market has been strong, but there is an abundance of product and it’s highly competitive so developers, home builders and new home sales agencies are embracing CRM **home builder software** like Lasso to help them maximize sales by having a centralized database of prospects and buyer accessible across their organizations”, stated Dave Clements, CEO, Lasso Data Systems. “Lasso CRM software is built uniquely for new home sales and is ideally-suited for multi-family development projects in cities like Vancouver and Toronto where condo development is massive. We are proud to have our roots in Canada as the major urban markets have been model cities for urban development as well as green and sustainability initiatives,” added Clements.

“With CRM, no lead gets lost, and no sale is missed - A CRM system is like an instant “to-do” list for a sales agent each day—they can easily access an up-to-date, accurate, complete list of all of their prospects, as well as a listing of when each was last contacted. Using that information, sales professionals can determine who needs a phone call or an e-mail, who should make an appointment to come into the sales center, and who may be close to closing on a home,” affirmed Dave Betcher, Lasso’s VP Sales. “From a management perspective, CRM helps create a culture of accountability, since the CRM can be used to track how each salesperson is progressing with their active leads. Managers can use this information to help facilitate the sales process and work individually with each salesperson for constructive coaching and personal development growth,” added Betcher.

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.lassodatasytems.com

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