



### For Immediate Release:

#### OVER 50 MORE HOMEBUILDERS SIGN ON FOR LASSO CRM HOME BUILDER SOFTWARE SO FAR IN 2012

*Builders and real estate developers In US and Canada increasingly choose Lasso CRM software*

**Vancouver, Canada** (Sept 10, 2012) – Lasso Data Systems, the recognized leader of Customer Relationship Management (CRM) solutions for the real estate home building industry, is pleased to announce that in the eight months through August 2012, fifty-two more homebuilders, developers and sales agencies selected Lasso's **CRM home builder software** for their residential development projects and communities.

Online marketing, the internet and more informed buyers are all contributing to transform how new residential developments are bought and sold, which reinforces the strategic value of using software technology like Lasso CRM to ensure that leads and prospects are captured, tracked and effectively nurtured through the relationship building and entire home buying process.

During the most recent four months from May through August Lasso's growth in the USA continued to accelerate with an impressive list of new home builder clients including **Warmington Residential, Saussy Burbank, Magnolia Homes, CBH Homes, Abrazo Homes, Woodland Homes, Royal Oaks Homes, Westwind Homes, DJK Custom Homes, Granville Homes, ForeverHome, The Crandall Group, DSW Homes** and **Ole South Homes**. The company also added several leading urban real estate developers to their customer portfolio including projects with **Aquilini Developments, UBC Properties** and **The Century Group**.

"We are extremely pleased with the strong market endorsement of our **real estate CRM** solutions by builders, developers and agencies across North America and internationally," stated Dave Clements, Lasso CEO. "We are proud to be associated with such a distinguished group of builders and it's our privilege to provide the CRM software that equips our customers to build relationships, radically improve sales velocity, and really differentiate their brand in today's highly competitive environment," added Clements.

#### 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.LassoCRM.com](http://www.LassoCRM.com)

#### Contacts:

Dave Clements, CEO  
Lasso Data Systems Inc.  
[dclements@LassoCRM.com](mailto:dclements@LassoCRM.com)  
1.866.526.9955 Ext: 8565

Angela McKay, Marketing Director  
Lasso Data Systems Inc.  
[angela@LassoCRM.com](mailto:angela@LassoCRM.com)  
1.866.526.9955 Ext 8557