News from **Bootsoft**

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Bootstrap Software, a special forces technology firm based in New York, today announced its name change to Bootsoft. "The shortened identity reflects the quest for elegance and simplicity in the solutions we create," said Founder & CEO Rick Levine. The new tagline for the firm reads: "Smart Technology Solutions for Smart Marketers."

Bootsoft offers a full complement of IT and digital design services, from creating websites, apps, BI tools, and unique user experiences to simplifying the most complex architectures and database systems. In addition to handling legacy integrations and migration, Bootsoft offers hosting, maintenance and ongoing support for websites, databases and custom applications.

For Realogy, the nation's largest residential real estate company, Bootsoft recently re-imagined and rebuilt an enterprise leads management system, used daily by hundreds of thousands of agents and professionals throughout their network. Centralizing and automating lead management has enabled the company to answer every lead from any source within minutes, using a proprietary algorithm to quickly match the most appropriate agent to incoming inquiries.

One site Bootsoft recently built, coldwellbankerpreviews.com was recently chosen as the winner of the 2012 Outstanding WebAward in the Real Estate category, for the Web Marketing Association's 2012 Outstanding WebAward competition.

Other Bootsoft clients include Comcast, Wyndham Worldwide, HBO, Leading Hotels of the World and Pay-O-Matic.