



For Immediate Release:

**Lasso Joins Forces with New Home Sales & Marketing Experts to Deliver Informative & Educational Webinars
for Real Estate Professionals**

Over 2,000 new home sales & marketing professionals have benefited from Lasso CRM's Webinars

Vancouver, Canada - (October 26, 2012) – **Lasso Data Systems**, the leader in home builder CRM and lead management software, announces continuation of their successful educational webinar series for new home real estate professionals through 2013. The purpose of the webinars, which began in January 2010, is to provide sales and marketing ideas, guidance, and education to real estate professionals. Since the launch of the program, over 2,000 professionals across North America have participated in the series. The webinars help sales and marketing professionals learn more about strategies, techniques and tactics to improve their marketing and sales results. Topics have included:

- The integration of online and onsite sales
- Selling is a process
- Leveraging technology to sell more homes
- Using financing in the sales process
- Social media best practices
- Blogging
- Search engine optimization (SEO)
- Leadership and sales motivation

Our distinguished list of presenters has included Myers Barnes, Jeff Shore, Mike Lyon, Carol Flammer, Meredith Oliver, Jim Adams, Jason Forrest and Anthony Grasst, among others.

Lasso's 21st industry webinar will be held on Tuesday October 30th and features Jane Meagher, a design center expert, delivering a session entitled "**Seal the Deal.**"

Webinars are typically 30-45 minutes in length and attendees gain tactical and strategic information to expand their ideas, inspire their creativity, and help them sell more. "Our goal is to be an educational resource for marketing and sales information that really helps professionals in the industry, with webinars delivered by the best in the industry," stated Lasso CEO, Dave Clements. "We knew we were on the right track when industry experts began asking if they could do a webinar with us! The more we can help the North American home builder and developer community, the better," added Clements.

"Lasso not only provides great software to help builders sell more, but the education that they have been providing to better equip builders on relevant sales and marketing topics, has been fantastic" stated **Myers Barnes**, expert sales leadership trainer, "I'm honored to be part of the series and look forward to being involved in future sessions," added Barnes.

Past learning webinars can be found on the Lasso **website**. Like Lasso on **Facebook** or follow them on **Twitter** to get-up-to-the-moment information on webinars and other industry-related news.

Register **here** for Jane Meagher's October 30th webinar - Seal the Deal.

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

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