



Converting Prospects to Purchasers

For Immediate Release:

Lasso's Free Real Estate Marketing and Sales Webinars Get High Grades from Homebuilders and Developers *Over four hundred homebuilders and developers have registered to date for Lasso Data Systems Webinar Series*

Vancouver, Canada - (June 15, 2010) – Lasso Data Systems conducts a series of real estate-related webinars every few weeks for homebuilders and developers. So far in 2010, over 400 real estate professionals have attended the webinars on topics such as understanding prospective home buyer intelligence online, creating online sales programs for new residential real estate projects, tactics for nurturing existing prospect databases, and social media including the benefits of blogging for home builders and developers. The webinars provide real estate professionals with current marketing and sales best practices. Future topics will continue to focus on customer relationship management and online marketing strategies including search engine optimization and email marketing.

“We are really pleased with the positive response we’ve had to our free webinar series,” stated Lasso CEO, Dave Clements, “Our objective is to provide topical and valuable information to our clients and prospects; and having advocates of our CRM software, such as new home experts like **Mike Lyon, Jeff Shore** and **Carol Flammer** present on topics relevant to the homebuilding industry has been a great success,” added Clements.

Using CRM software, such as Lasso’s **Home Builder Software**, is a key tool that supports builder marketing and sales teams achieving results. Beyond software, Lasso’s goal is to also provide awareness and education in marketing and sales strategies, tactics and processes that help industry professionals to build deeper customer relationships and sell more real estate.

“I was pleased to be part of Lasso’s featured webinar earlier this year, entitled “Traffic May Not Be Your Sales Problem”, stated Jeff Shore, Principal, Shore-Forrest, “These webinars are providing valuable information to real estate marketing professionals, especially important in these competitive times,” added Shore.

The webinars are 30 minutes long, filled with current content and provide a forum for webinar attendees to ask the experts questions during and at the end of each session. Attendees also have an opportunity to win a Lasso CRM QuickSTART Sales and Marketing subscription for one of their projects (value \$1,995).

“Lasso is providing insightful information, relevant to real estate sales and marketing professionals,” commented Bryan Cady, Senior Associate, **urbanspace Realtors, LLP**, “My team has learned some practical tips that can be put into practice right away,” added Cady.

Lasso’s next webinar features Jim Adams, search engine analyst and CEO of NewHomesDirectory.com. Jim will share his five most effective methods for getting found online. **Register for this webinar today!**

About Lasso Data Systems:

Lasso Data Systems is the leading developer of innovative “on-demand” CRM real estate software for new home builders and developers. Lasso, deployed on over one thousand projects globally, equips real estate developers, builders and sales agencies to convert prospect 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 and master planned communities, golf, mountain and ocean resorts and condo-hotels. Lasso is designed for ease of use, rapid deployment and pay by usage, project by project 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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