



For Immediate Release:

Homebuilders and Developers Choose Lasso CRM for Residential Project Sales and Marketing *Lasso Real Estate CRM Software selected by 25 more developers in the first four months of 2010*

Vancouver, BC (June 3, 2010) – Lasso Data Systems, the recognized leader of Customer Relationship Management (CRM) solutions for the real estate industry, has announced that in just the first four months of 2010, twenty-five new developers and homebuilders selected Lasso's [home builder sales software](#) for their residential development projects.

Homebuilders and developers globally are selecting Lasso as their CRM software solution for capturing leads, nurturing prospects and managing inventory. New clients include several in Western Canada, such as [Concert Properties](#), [Bosa Developments](#), [Wallmark Homes](#) and [Streetside Development Corporation](#); many throughout the United States, including [Buffington Homes](#), [W Hollywood](#), [The Palmira](#), [Mayberry Homes](#); and internationally, developments in Belize (Belize International Real Estate), Costa Rica ([La Joya Perfecta](#)) as well as the French Alps ([Sotarbat 360](#)).

The new projects add to the over 1,200 projects deployed worldwide across a spectrum of urban high rise, suburban condo, single, master planned and active adult communities, plus a variety of destination resort properties.

"The movement from a sellers' market to a buyers' market for homebuilders has really reinforced the importance of Lasso's CRM to ensure that leads and prospects are captured, tracked and nurtured through their entire buying process," stated Dave Clements, Lasso CEO, "We are extremely pleased with the strong market endorsement of our [real estate CRM solutions](#) by builders and developers across North America and internationally," added Clements.

Lasso software incorporates lead nurturing functionality such as sales process management, email marketing, lead intelligence and analytics that even notifies sales reps by email when leads return to their project website. "These types of features provide our clients the opportunity to really differentiate themselves in today's highly competitive environment," explained Clements.

In addition to its robust functionality, Lasso is known in the homebuilding industry for exceptional service and dedication to providing ongoing support. Homebuilder sales and marketing consultant, [Mike Lyon](#), principal of [DoYouConvert.com](#), recently commented. "I have been working with the team at Lasso on behalf of my client, [Wallmark Homes](#), and it's been an extremely smooth implementation. Lasso has been designed to work like real estate marketing and sales professionals do – they have made it easy and effective."

About Lasso Data Systems:

Lasso Data Systems Inc. is the leading developer of innovative "on-demand" CRM real estate software for new home builders and developers. Lasso, used for developments globally, helps real estate developers, builders and sales agencies sell their developments faster and easier with controlled sales velocity. The company's software manages potential homebuyers online from interest list to occupancy including 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, currently deployed on over 1200 projects globally, 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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