



The most widely used Web-based construction management software for builders

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BuildTopia launches BT Lead to help struggling construction industry businesses through hard times

Tailored system deployed to builders, remodelers, trades, brokers and associates

ROCKVILLE, MD – BuildTopia, Inc., provider of the industry's most widely used Web-based residential construction management software, announces BT Lead, a new product for every segment of the struggling construction industry to improve communication with their leads and prospects. BT Lead not only improves business performance now but is designed to expand with companies as business improves.

BT Lead incorporates best practices to assist builders in generating more leads and converting a greater percentage of those into buyers. As an industry specific web based lead and prospect management system, BT Lead is feature rich with follow-up campaigns, codes, workflow and processes designed specifically for sales in the homebuilding industry. The product also interfaces with Web sites and third party generation companies, such as New Home Source and others, automatically adding new leads to the builder's database.

"With BuildTopia's BT Lead, companies have a powerful sales and marketing tool, accessible any time, anywhere, at an effective cost," said Beau Engman, President of BuildTopia. "Once the current cycle in the building industry has passed, BT Lead can be added to BuildTopia's full sales and option management section, then to the construction management system for a fully integrated program. No lead management system in the home building industry has ever had that kind of scalability with one company."

BuildTopia developed BT Lead to assist industry professionals who face an increasing level of difficulty in not only generating qualified leads, but also in successfully moving them through the sales process. Many builders struggle with a myriad of challenges including getting the sales team all on one system, with open, access to real time accurate data. Further, in volatile times, all companies with sales efforts are struggling to determine where best to spend marketing dollars and the changing pace because of volatility in the market. Whether it is a builder selling to a consumer, or an associate company selling products or services back to a builder, effective lead and prospect management is critical to both their short term and long term survival.

BuildTopia will launch this product in January 2009 at the International Builders Show in Las Vegas (booth C4378).

About BuildTopia

The most widely used web-based construction management software for residential builders; BuildTopia streamlines and integrates all core construction business processes in one powerful, yet easy-to-use system. Builders, developers, and trade partners of every size rely upon BuildTopia to dramatically improve the effectiveness, efficiency and profitability of their businesses. Founded in 1999, BuildTopia builds its extensive industry experience and know-how into its next generation technology – ensuring that builders have the advanced capabilities they need to be successful. Additional information about BuildTopia is available at www.BuildTopia.com.

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