



**For Immediate Release:**

**Lasso Data Systems Real Estate CRM Software Selected by Proment Corporation**

*Award-winning developer provides high-rise luxury condominium communities in Montreal, Quebec*

**Vancouver, Canada** - (February 3, 2010) – [Lasso Data Systems](#), the leading provider of Customer Relationship Management (CRM) solutions for the real estate industry, has announced that [Proment Corporation](#), a trend-setting Montreal real estate developer, has selected Lasso as its enterprise CRM software. Lasso is being deployed for marketing, sales and customer service to expedite and support the homebuyer experience from initial interest list through prospect nurturing and communications to closing and occupancy.

“After careful consideration of competitive products Lasso stood out as the technology solution that best addressed our corporate CRM needs,” said Ilan Gewurz, Executive Vice President for Proment. “Lasso software closely mirrors our marketing and sales processes, integrates with our website and is easy for our sales team to use so that they are more motivated to do their follow-up with clients. It also provides our managers with the traffic, sales and financial information they need in real-time, anywhere.” Proment is initially using Lasso CRM for two projects, Le Vistal and Pointe Nord.

Proment Corporation has been involved in the conception and development of several innovative award winning residential projects, located on L’Île-des-Soeurs (Nuns’ Island), a luxury community of 16,000 residents just minutes from downtown Montreal. Their most recent development, Pointe Nord ([www.pointenord.com](http://www.pointenord.com)) consists of 1,600 residential units of high-rise, mid-rise and townhouses around a small village square with shops, recreational facilities and a waterfront lineal park. Built on a choice site at the northern tip of the Island, these prestigious condos will offer a breathtaking view of the St. Lawrence River and downtown Montreal.

“We are extremely pleased to add such a prestigious developer as Proment Corporation to our growing base of Canadian clients,” stated Dave Clements, Lasso CEO, “We look forward to working with the Proment team for all their projects in Montreal, a truly beautiful and historic North American city.”

**About Proment Corporation:**

Founded in 1965, Proment Corporation is a real estate developer known for innovative residential projects such as Les Sommets sur le fleuve, Le Domaine de la Pointe, Les Verrières sur le fleuve, Vistal, Jardins des Vosges, Val de l’Anse, Le Club Marin and Domaine de la Forêt – all of which are located on L’Île-des-Soeurs (Nuns’ Island). Proment’s innovative design and quality construction have been honored on numerous occasions by the APCHQ (Québec’s home builders’ association), the Québec Order of Architects and Sauvons Montréal. Additional information is available on the Proment website at the following address: [www.proment.com](http://www.proment.com).

**About Lasso Data Systems:**

Lasso Data Systems Inc. is the leading developer and marketer of innovative “on-demand” Customer Relationship Management (CRM) software for the worldwide real estate market. Lasso, deployed on over one thousand projects globally, helps real estate developers 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 marketing, sales, inventory and contract management. To maximize each client’s ROI and reduce their financial risk Lasso is designed to be easy-to-use, quick to deploy and pay by usage, project by project. 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 a privately held company headquartered in Vancouver, BC, Canada. [www.lassodatasytems.com](http://www.lassodatasytems.com)

**Contact:**

Dave Clements, CEO  
Lasso Data Systems  
(e) [dclements@lassodatasytems.com](mailto:dclements@lassodatasytems.com)  
(p) 1.866.526.9955 Extn: 8565