



Converting Homebuyer Prospects to Purchasers

For Immediate Release:

Accomplished industry veteran joins Lasso Data Systems as CRM Training and Services Specialist

Cydney Troope, based in Atlanta, delivers Lasso CRM Homebuilder Software Training to clients across North America.

Vancouver, Canada - (August 15, 2011) – [Lasso Data Systems Inc.](#), the leading designer and developer of cloud based "on-demand" CRM (Customer Relationship Management) homebuilder software for the real estate industry, has announced the appointment of Cydney Troope as CRM Training and Services Specialist. Ms. Troope, based in Atlanta, will be responsible for delivering online and on location training and consulting to Lasso home builder and real estate developer customers across North America.

"Cydney is a key addition to our Client Services team as we broaden our coverage to have experienced implementation, education and support resources located geographically close to more of our customers. Leading builders and developers recognize that in today's world, having the right technology tools accompanied by great support is fundamental to increasing sales." said Dave Clements, CEO of Lasso Data Systems. "Cydney has extensive experience in real estate marketing, sales, operations and technology so she relates really well to the challenges and opportunities facing home builders and will help drive a rapid ROI for our client's investment in [Lasso CRM homebuilder software](#)," added Clements.

Troope brings more than 18 years of experience in real estate development, management, sales and marketing to her new position, and her skill set has given her diverse knowledge in all areas of the real estate industry. Prior to joining Lasso, Troope held various management roles at [Paces Ferry Realty](#) (Atlanta, GA), including Operations Manager, where she oversaw the implementation of new home communities and coordinated the sales and marketing of real estate projects. Her previous experience includes roles at [The Columns Group](#), [Keller Williams Realty](#), [Liberty Development Corporation](#), and Torrey Homes. Troope is an active member of several real estate boards and associations in the United States.

"During these dynamic market conditions there is a very real business need to implement CRM technology to more effectively market & sell homes," said Troope. "I love training and helping sales professionals, managers and administrators use Lasso CRM software to capture, nurture and communicate with their leads, prospects and homebuyers. I have used Lasso in my previous roles and know first-hand the value of the right utilization of people, process and technology," added Troope.

About Lasso Data Systems:

Lasso Data Systems is the leading developer of cloud based "on-demand" CRM real estate software for new home builders and developers. Lasso, deployed on thousands of 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, and destination resorts around the globe. 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 an employee-owned privately held company headquartered in Vancouver, BC, Canada. www.lassodatasytems.com

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