



## Converting Homebuyer Prospects to Purchasers

**For Immediate Release:**

### **Homes by Dickerson Chooses Lasso CRM Homebuilder Sales Software**

*Premier North Carolina-based builder, Homes by Dickerson, selects Lasso Data Systems marketing & sales system.*

**Vancouver, Canada** - (July 20 2011) – **Lasso Homebuilder CRM** has been selected by Raleigh, **North Carolina builder**, Homes by Dickerson, as their Customer Relationship Management (CRM) solution for their new home developments in prestigious and centrally located neighborhoods throughout North Carolina. Homes by Dickerson is recognized as the premier builder of the finest high performance green custom homes in North Carolina and consists of a team of dedicated professionals committed to ensure their customer's expectations are not only met, but exceeded.

"Lasso CRM is key for us in order to take our business to the next level in serving our prospective buyers and homeowners," explained Jenn Nowalk, Marketing & Sales Director at Homes by Dickerson. "Lasso gives us the ability to manage our sales activities, manage our marketing campaigns and most importantly make it easy to stay in front of our prospects, homeowners, realtors and vendors," stated Nowalk. "The fact that Lasso goes beyond software by providing education and topical information via their free webinar series that features industry leading sales and marketing experts is a real value to us as well."

We are proud to be chosen by Homes by Dickerson as their CRM software partner," announced Dave Clements, CEO of Lasso, "The team at Dickerson create not only wonderful custom homes in the Raleigh area they are also leaders in giving back to their community with initiatives like their Home by Dickerson Cares program," added Clements.

#### **About Homes by Dickerson:**

Homes by Dickerson is recognized as the premier builder of the finest high performance green custom homes in North Carolina , treating each construction project as if it were their only one. Their team of dedicated professionals works directly with their clients, guiding them through the design process to ensure that all their client's expectations are met. Each home is designed specifically & individually by the client, allowing their own unique style to shine through in their quality-built custom home that they can be proud to be a part of. [www.homesbydickerson.com](http://www.homesbydickerson.com)

#### **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](http://www.lassodatasytems.com)

#### **Contacts:**

Dave Clements, CEO  
Lasso Data Systems Inc.  
dclements@lassodatasytems.com  
1.866.526.9955 Ext: 8565

Angela McKay, Marketing Director  
Lasso Data Systems Inc.  
amckay@lassodatasytems.com  
1.866.526.9955 Ext: 8557