



## Converting Homebuyer Prospects to Purchasers

**For Immediate Release:**

### **Homebuilding Industry Sales Professional Joins Lasso Data Systems as VP Business Development**

*Frank Torres, based in Houston, joins Lasso Leadership Team to accelerate aggressive U.S growth plan*

**Vancouver, Canada** - (August 22, 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 that homebuilder marketing and sales executive [Frank Torres](#) has been appointed Vice President, Business Development. Mr. Torres, based in Houston, will be responsible for new business development, client relationship management and industry alliances in multiple U.S. markets.

Frank is a welcome addition to our leadership team and will be instrumental in serving our growing client base and achieving our U.S. growth plan," said Dave Clements, CEO of Lasso Data Systems. "We have been pleased to add over 50 clients so far in 2011 as builders increasingly adopt [homebuilder CRM systems](#) to manage their leads, prospects and purchasers and we anticipate the trend to continue in the current conditions. Frank has a stellar fifteen year track record of marketing and sales in the home building market with a deep understanding of the new home industry, online marketing, mobility and CRM technology. Just as important, he has an outstanding reputation for building long term client relationships so we are very pleased to have Frank join the Lasso team," added Clements.

Torres brings more than 15 years of consultative business to business sales experience, business development, sales team leadership, account management and online/offline advertising. He is a forward-thinking sales technology professional, successful in launching new products in multiple markets with the proven ability to help home builders achieve their sales and marketing objectives through the application of technology. Prior to joining Lasso, Torres held various sales management roles with industry leading organizations such as [The BDX - Newhomesource.com](#), [MobiCentric.com](#) and [HomeBuilder.com \(Move.com\)](#).

"I am really excited about the opportunity work with both new and existing homebuilder and developer clients as well as contributing to Lasso's goal of becoming the industry standard for [home builder marketing and sales software](#)," said Torres. "Lasso's CRM software addresses a critical need in the U.S. home building industry and I am committed to helping home building professionals better understand the value of Lasso to their business," added Torres.

#### **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 prospects 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)

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