



HomeFront Software to debut HomeBuilder CRM at 2014 International Builders Show

Introducing HomeFrontCRM the latest contender in the Builder CRM space, HomeFront Software again exhibiting at International Builders Show 2014 in Las Vegas NV

CALGARY, Alberta, January 16, 2014 – [HomeFront Software](#)[™], of Calgary, Alberta leading developer of homebuilder management software, will be exhibiting again this year at the NAHB International Builders Show in Las Vegas, NV. Located in **Booth C2656** in the nextBUILD Pavilion, the company will be on-hand to demonstrate its market-leading HomeBuilder solution including HomeFrontCRM, the first CRM solution designed for builders brought to market in years.

“After our successful soft launch of the product in 2013; we’re looking forward to showcase HomeFrontCRM, the Production Release” says Daryl Shenner, CEO at HomeFront Software. “The completion & debut of HomeFrontCRM rounds out our system which has always been considered a top choice among back office solutions. We built HomeFrontCRM from the ground up for the building industry with cutting edge technology. With this release, HomeFront Software solidifies its position as a market leader and one of few software vendors to offer a complete solution built and backed by a single vendor. Builders no longer have to settle for messy software alliances relying on complex integration & costly implementations”.

Builders are no longer forced to adapt their sales and marketing processes or implement costly and extensive customization to generic CRM systems. HomeFront delivers true customer relationship management (CRM) functionality designed exclusively for the home building industry. HomeFrontCRM includes features like:

- **Marketing and Prospect Management** – built-in campaign management and email marketing tools optimize the entire process from lead generation to final purchase.
- **Sales and Construction Management** – improved communications with tools to generate proposals, manage contracts, track change order, and flag deposit due dates.
- **End-to-End Home Building Technology** – with HomeFrontCRM we now have optimized tools designed for every function in a homebuilder’s organization, with information flowing from user to user following an optimized workflow.

Scheduled for February 4-6, 2014 in Las Vegas, NV, the International Builders Show attracts contractors, builders, and sub trades worldwide and is the largest of its kind in the U.S. Shenner says, “IBS is a great show for our team and a great opportunity to collaborate with and showcase our solution directly to builders. Our team is really excited this year, we have designed a great location in the nextBuild area and once again look forward to the opportunity to meet & greet clients, partners & demo the software”.

HomeFront consultants will also be on-hand to offer one-on-one demonstrations of their other popular job cost, accounting, and construction management applications including [Job Simplicity](#) for smaller builders who use QuickBooks or Sage 50 Accounting and the HomeFront Suite for builders who use Sage 100 Contractor or Sage 300 Construction & Real Estate.

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