

FOR IMMEDIATE RELEASE
May 13, 2008



State Associations Adopting BuilderFusion Software at a Rapid Pace

OREM, Utah – May 13, 2008 – The statewide home builders associations (HBAs) in California, Michigan, Texas, Wisconsin and other states have recently adopted the BuilderFusion member management software to solve one of the industry’s most fundamental challenges: typing ... lots of it.

State HBAs manage thousands of builder and contractor members, but the contact information they retain for those members is typically supplied by the local and regional builders associations with which they are affiliated. However, getting that data and keeping it up to date is a daunting task – and one that often requires state association staffers to spend hours retyping or copying data from paper forms or spreadsheets.

With the addition of pioneering software that provides electronic transmission of member records from local HBAs to their state affiliates, the BuilderFusion member management system is allowing those state HBAs to dramatically cut the amount of data entry they do while at the same time improving the accuracy of member records. In turn, state associations are experiencing fewer bounced emails, less returned mail and overall better communication with their members.

“The state and local integration in BuilderFusion saves us literally days of staff time each month that used to be devoted to data entry – and that’s with just two of our affiliated locals sharing data online,” said Deirdre Reid, director of member services for the California Building Industry Association. “As more of the builders associations in California adopt the BuilderFusion software, that savings will be even more dramatic.

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“However, beyond just cutting keystrokes, the online integration has also boosted the effectiveness of CBIA’s member communication in areas like newsletter distribution and meeting announcements,” she said.

BuilderFusion is the most widely deployed membership management software in the home building industry. Much of that user base – today topping more than 130 builders associations – is made up of local HBAs. But state associations are now increasingly turning to the BuilderFusion software to establish a more dynamic connection with their affiliated locals.

The state and local integration option leaves control of member records and contact information in the hands of the local HBA. Then, as staff members of the local association add or update member records, those changes are transmitted to the state HBA without any manual intervention. Committee and council lists, staff directories and leadership rosters maintained by local HBAs are also available to the state association thanks to the BuilderFusion integration.

“For nearly a decade, the BuilderFusion software has been helping builders associations better manage their operations, cut costs and communicate more effectively with members,” said BuilderFusion President Craig Weston. “Allowing local associations to securely share member data and updates with their state HBA is a natural evolution of that original mission, and one that is making a real difference to many of the country’s largest state associations.”

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Press Contact:

Shawn Dickerson

BuilderFusion Inc.

801-765-0191 x801

shawn@builderfusion.com