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## **BuilderFusion Inc. and voterVOICE Bring Together the Best in HBA Member Management and Government Affairs**

*Companies now provide integration between their industry-leading products to deliver a single, comprehensive solution for builders associations*

**OREM, Utah, and BATON ROUGE, La. – Nov. 21, 2005** – Most builders associations are faced with the challenging dual role of both serving their membership while also rallying those members to be a powerful force for political action. But managing both interests is now much easier and more effective thanks to a new partnership between top technology vendors.

BuilderFusion Inc. and voterVOICE LLC have partnered to offer their widely deployed technologies together as a single, comprehensive solution for home builders associations (HBAs) and building industry associations (BIAs). The BuilderFusion member management system combines membership maintenance, event planning, financial accounting and operations management into one fully automated system, while voterVOICE software helps organizations implement a smart, proactive approach to grassroots lobbying and political advocacy. Used together these products provide a powerful solution for both managing association members and motivating those members to political action.

“We’re extremely excited about what this partnership brings to builders associations,” said BuilderFusion CEO Mitch Merrifield. “Instead of managing member records in one system and then government affairs contacts in another, BuilderFusion and voterVOICE will be integrated. Both systems will draw from the same set of records so they’re always in sync, accurate and up to date – without requiring manual updates in two places. Both products are also Web based, allowing HBA staff to easily transition between member management and government affairs.”

Already several associations in Central California have chosen to implement a member management/government affairs solution with BuilderFusion and voterVOICE. “Many of the builders associations in our region had deployed BuilderFusion for member management, and all of us were looking for an online grassroots lobbying system,” said John Orr, president and CEO of the North State BIA in Roseville, Calif.

“We were impressed by the extensive feature set of voterVOICE, which really simplifies the process of launching a political action campaign and accurately matches our members to their state and local elected officials,” Orr said. “But what cinched the deal was seeing how well it could work together with our BuilderFusion member database. Instead of just purchasing another software product, we are investing in a complete solution.”

voterVOICE CEO Neal Fuller saw a natural fit in partnering with BuilderFusion because of the unique strengths each company offered. “While voterVOICE excels at grassroots communication and advocacy,

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BuilderFusion is widely recognized as the industry's best tool for managing the operations of an association. Bringing those pieces together gives HBAs a single place to handle everything from planning the next membership meeting to organizing a campaign to defeat a proposed hike in impact fees."

The BuilderFusion/voterVOICE integrated solution will be available in December. The products can be purchased separately or as a complete solution. For more information, visit [www.builderfusion.com](http://www.builderfusion.com) or [www.votervoicenet.net](http://www.votervoicenet.net).

**About voterVOICE LLC**

voterVOICE software helps organizations implement a smart, proactive approach to grassroots lobbying and political advocacy, overcoming the misconception that those types of activities have to be costly, difficult and staff intensive. Using proven Internet-based technologies, voterVOICE clients easily and affordably manage governmental affairs by automatically matching constituents to their public officials at the local, state and national levels.

**About BuilderFusion Inc.**

BuilderFusion Inc. is #1 in technology for builders associations. The company's flagship product, BuilderFusion™, is a Web-based, hosted software package offering a full suite of capabilities addressing the unique business, relationship and communication needs of builders associations. With a customer list that includes HBAs and BIAs around the United States, BuilderFusion is changing the way builders associations operate, communicate and grow. For more information, visit [www.builderfusion.com](http://www.builderfusion.com).

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