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BuilderFusion Launches New Software for Creating More Effective Email Messages

New release of the home building industry's top membership database features easy-to-use tools for creating and sending rich, compelling HTML email messages

OREM, Utah – Sept. 12, 2006 – Like any professional association, home builders associations (HBAs) and building industry associations (BIAs) rely on consistent, effective communication to keep members informed of important legislation, relevant events and valuable new services. BuilderFusion Inc., #1 in technology for builders associations, is dramatically improving that line of communication with new software tools that allow builders associations to produce richer, more effective email and fax messages.

Version 6.5 of BuilderFusion, the industry's most deployed membership management system, is available now and includes a new HTML editor for creating attractive and compelling email and fax messages. The easy-to-use toolbar allows association staff members to insert images, add hyperlinks and try different fonts and styles with just a few clicks of the mouse.

“There's a lot of software out there for creating and sending effective email messages and faxes – but none that are so tightly integrated with a builders association's membership database. That's the BuilderFusion difference,” said BuilderFusion CEO Mitch Merrifield. “From a single interface, builders associations can track their membership, designate recipient lists, and send colorful, eye-catching email and fax messages that will have an impact with their members.”

BuilderFusion 6.5 also offers support for new dynamic messaging groups. With these dynamic groups, builders associations can create email or fax recipient lists based on demographic criteria, rather than just a static list of names. For instance, a dynamic message group of local electricians would automatically grow every time a new electrician joins the builders association. These dynamic groups save time and allow messages to be more targeted by eliminating the need to manually update email and fax lists.

“We're very impressed with the new messaging features in BuilderFusion 6.5,” said Sandy Nicotra, director of membership for the Home Builders & Contractors Association of Brevard County in Melbourne, Fla. “They will enable us to communicate with our members more effectively and professionally. In particular, I like being able to insert information from other sources into the BuilderFusion message; and as with any new version of BuilderFusion, the company's support team has been a tremendous resource.”

Beyond the new messaging tools, BuilderFusion 6.5 helps ensure more accurate member records by giving builders associations the ability to select which contact information will be shared between primary and dependant members. While primary and dependant members may share the same physical address, their email addresses or phone numbers may be different. The more flexible integration in version 6.5 allows association staff members to link and dynamically update contact information that should be shared while keeping some contact details unique to the individual.

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BuilderFusion 6.5 is available now to customers nationwide. For more information about BuilderFusion, visit www.builderfusion.com or contact BuilderFusion Inc. at 801-765-0191 or info@builderfusion.com.

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.

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