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## **BuilderFusion Appoints New CEO, Unveils Latest Release of Pioneering Software Product**

*With experienced management team and powerful technology, company aims to transform the way residential home builders do business*

**OREM, Utah – March 30, 2004** – BuilderFusion Inc., an innovator in technology solutions for residential home builders, today announced the appointment of software industry veteran Mitchell C. Merrifield as chief executive officer. The company also unveiled the latest release of its flagship product, BuilderFusion™, which allows home builders associations (HBAs) and building industry associations (BIAs) to simply and easily leverage the Internet to automate day-to-day administration, strengthen relationships with association members and drive down operating costs.

Merrifield comes to BuilderFusion with nearly 20 years of experience in the software industry, including work as chief technology officer for the global technology certification firm Nivo International (now CertiPort) and as a product strategist with Novell. The selection of Merrifield brings a seasoned veteran to the helm of a company poised to transform the way residential home builders associate, communicate and grow.

“With deep experience in both the development of software and the business of technology, Mitch has the right skills to lead a growing company into a diverse and important market,” said Kent W. Colton, former CEO of the National Association of Home Builders (NAHB) and current member of the BuilderFusion board of directors. “His tenure as chief executive comes at a time when builders associations are starting to recognize the potential of the Internet, as well as the costs of excessive manual entry and redundant systems. These are all items BuilderFusion aims to alleviate.”

In his new role, Merrifield will manage the business operations and help shape the strategic vision of a company that not only shows a promising future but is already delivering solid results. With its innovative approach to solving some very pervasive business problems, BuilderFusion has attracted significant venture investments and a growing customer base of more than 20 builders associations representing 22,000 home builders around the country.

Much of that success stems from the ground-breaking BuilderFusion product – a Web-based, hosted software package that automates and streamlines virtually every aspect of a builders association’s business, commonly resulting in thousands of hours and dollars worth of savings.

Version 4.0 of the product offers a broad set of integrated features, such as:

- Member management that is detailed and easy to administer. Association members can be quickly added and organized into committees, councils, leadership roles, etc.
- Powerful communication tools that make it easy and intuitive to create and distribute emails and faxes. It’s also very easy to target specific member groups with direct communications.
- A comprehensive reporting tool that allows the creation of custom reports.
- Robust membership search tools.
- An easy-to-use online interface.
- An Online Store feature that allows builders associations to sell value-added products and services to association members.

Marion-Polk Building Industry Association of Salem, Ore., has already seen a dramatic drop in the time and cost of day-to-day operations since deploying BuilderFusion. “Just like any home builders association, we’re a non-profit organization, so we’re extremely prudent when it comes to any technology investment; but the ROI BuilderFusion offered our organization was simply undeniable,” said Mike Erdmann, executive vice president of Marion-Polk BIA. “With the solution in place we’ve gone from a burdensome amount of manual data entry across several redundant systems to a single hub for all communication and business with and among our members. Not to mention monthly cost savings well over a thousand dollars.”

BuilderFusion 4.0 is available today by calling 801-765-0191 or by going to [www.builderfusion.com](http://www.builderfusion.com).

#### **About BuilderFusion Inc.**

Founded in 2001, BuilderFusion Inc. is an innovative solution provider committed to a singular vision: helping home builders associations (HBAs) and building industry associations (BIAs) leverage the Internet to automate day-to-day administration, strengthen relationships with association members and drive down operating costs. 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 the support of significant venture investments and a customer list that includes HBAs and BIAs around the United States, BuilderFusion is helping to transform the way residential home builders associate, communicate and grow. For more information, visit [www.builderfusion.com](http://www.builderfusion.com).

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