

FOR IMMEDIATE RELEASE
May 17, 2005



BuilderFusion Software Package Makes Association Member Management More Affordable

BuilderFusion Starter Pack provides builders associations with online member management at a price that meets their budget today

OREM, Utah – May 17, 2005 – BuilderFusion Inc., a leader in technology solutions for home builders, today announced the availability of the BuilderFusion™ Starter Pack, which automates home builders association (HBA) and building industry association (BIA) member management for as little as \$5 per member.

The BuilderFusion Starter Pack is a low-cost, introductory version of the BuilderFusion member management system that's in use at nearly 40 HBAs and BIAs around the United States, including the Builders League of South Jersey in New Jersey, the HBA of Marion and Polk Counties in Oregon, Lee BIA in Florida and many more. With the Starter Pack, builders associations can quickly take member management online, eliminate excessive manual data entry, and save thousands of dollars and hours by creating a central membership database that is secure and highly customizable.

“The Starter Pack gives builders associations basic member management capabilities at a price that meets their budget today – and also allows an easy upgrade to more advanced time- and money-saving features,” said BuilderFusion CEO Mitch Merrifield. “For HBAs and BIAs that are ready to start saving thousands of dollars and hundreds of hours each year by automating member management – but are also working with a very tight budget – the BuilderFusion Starter Pack is a perfect fit.”

Included in the BuilderFusion Starter Pack is this powerful set of integrated features:

- **One Database** – The Starter Pack eliminates the headaches that come from having key information spread across several systems by offering a single place where all member data is held.
- **Reporting** – Associations can select from 40 standard membership reports and a virtually unlimited number of custom reports.

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- **NAHB Web Membership System Integration** – The Starter Pack manages integration with the National Association of Home Builders, so local associations don't have to. The system keeps track of NAHB data for each member record and creates batch files to import member data into NAHB's Web Membership System (WMS).
- **Backups** – Data is securely hosted and backed up daily on the BuilderFusion system.

Deploying the BuilderFusion Starter Pack allows builders associations caught in the middle of a budget cycle to start enjoying the benefits of online management today – and then upgrade to the full version product as budget allows. Beyond just basic member management, the full version of BuilderFusion comes with a host of advanced features such as accounting integration, a self-service members-only Web site, government affairs and education modules, and much more.

Pricing and Availability

The BuilderFusion Starter Pack is available today, starting as low as \$5 per association member. For more information, contact Builder Fusion Inc. at 801-765-0191 or info@builderfusion.com, or visit 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.

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