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BuilderFusion Makes Association Member Management Easier, More Accurate Than Ever Before

Company to ship BuilderFusion 5.0 with powerful new features designed to address the unique needs of HBAs and BIAs

DESTIN, Fla. – Aug. 25, 2004 – Today at the 2004 Executive Officers Council (EOC) Seminar, BuilderFusion Inc., an innovator in technology solutions for residential home builders, previewed the latest release of its flagship product, BuilderFusion™, a comprehensive data and membership management system. Version 5.0 of BuilderFusion, scheduled to ship in September, features a wide range of enhancements designed to improve communication with association members, simplify member management with customized membership reports and increase the accuracy and security of association data.

In managing their daily operations, many home builders associations (HBAs) and building industry associations (BIAs) are faced with excessive manual data entry across a number of redundant systems. With that lack of integration, HBA and BIA staff members can waste thousands of hours, and dollars, on time-consuming administrative duties. BuilderFusion 5.0 eliminates these challenges by allowing builders associations to simply and easily leverage the Internet to automate day-to-day administration, strengthen relationships with association members and drive down operating costs.

As one of nearly 30 HBAs and BIAs around the United States that has deployed BuilderFusion, the Builders League of South Jersey has seen firsthand the dramatic impact the product can have on an association's operations. "Switching our membership management database to BuilderFusion is one of the best decisions we've made," said Executive Vice President Rick Van Osten. "The product has helped streamline our membership process by eliminating multiple entries of the same information, made it much easier to communicate with the members and their employees, and greatly increased our staff's efficiency."

Enhancing its already compelling feature set, BuilderFusion 5.0 offers an impressive array of new capabilities that make association management easier than ever, including:

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Smart Communications

With version 5.0, HBAs and BIAs can communicate with association members based on how those members prefer to be contacted. For instance, a single group communication could be automatically emailed to a portion of the association membership, faxed to another part of the group and printed and mailed to the rest. BuilderFusion also allows associations to define communication policies to keep costs down. With a given message, for example, BuilderFusion could attempt email first, and then send a fax if an email address is not available.

Classified Member Reports

BuilderFusion 5.0 allows associations to format their member directories to create classified listings of individual members – for publication in association directories and other publications. These classified listings can be formatted according to three pre-defined options and then downloaded as a pdf, Excel or delimited text file to send to a printer.

Improved Data Accuracy and Security

While BuilderFusion already offers many safeguards to protect association data, process and procedures in place at an HBA or BIA remain the most important factors in maintaining accurate data; so version 5.0 provides several new features for controlling the input and management of association data.

- *Access Control* – Association staff or temporary staff can now be authorized to view and edit specific functions of BuilderFusion based on their role, without being granted access to the entire system. For instance, a temporary staff member hired to input membership data could be granted access to BuilderFusion member lists but not the association's invoice and billing records. This granular security helps limit association liability and protects confidential data.
- *Smart Alerts* – BuilderFusion now notifies users when a potential error is detected. If a staff member attempts to enter a new record that already exists in the database, the system will send an alert to verify whether he does indeed want to enter a duplicate member record.
- *Data Maintenance* – Where duplicate data exists, BuilderFusion allows users to combine the records, while preserving the relevant information from each entry.

“Thanks to the close cooperation of HBAs and BIAs around the country, we've refined BuilderFusion to match even more closely the way associations really work,” said BuilderFusion CEO Mitch Merrifield. “While other so-called membership management systems are simply

general-purpose databases that offer little integration with other systems, BuilderFusion is specifically designed to address the unique challenges of operating a builders association.”

BuilderFusion 5.0 will be available by the end of September by calling 801-765-0191 or by going to 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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