

## Press Release

For Immediate Release

### **Nation's First Sales and Marketing Web Service for Community Developers and Home Builders.**

**Ft. Myers, Florida, January 28, 2005:** The nation's first "prospect to contract" sales and marketing web service designed exclusively for the community developer and home builder is now available from coast to coast.

**Developers Advantage (DA)** ([www.DevelopersAdvantage.net](http://www.DevelopersAdvantage.net)) is an online "super sales system" designed exclusively for community developers and home builders to automate the sales and marketing process for sales people, and to make sales management more intelligent in real-time.

Based on a year of research and field testing, DA will increase sales closings by 20-25% and reduce mistakes because it applies the "best practices" of sales and marketing used by the most profitable community developers and home builders across the nation.

There are 4 crucial characteristics Developers/Builders have demanded from their sales and marketing. They want to streamline their entire operations moving quickly from the time a prospect comes in to a sales office to the time they are sitting at the closing table with contracts prepared.

- A system designed specifically for the unique needs of developers – not a generic software that they have to force fit, and still ignores the lionshare of their business.
- On demand marketing tools and templates for instant e-mail and mail blasts based on unique ad hoc criteria, ad campaign and media tracking, and Marketing Effectiveness Analysis.
- Reports on sales statistics, sales person performance, sales opportunity tracking and sales forecasting, property (inventory) availability, and property history.
- Web based, centralized information about their communities, contacts, sales and performance from any office, location or computer world wide.

**Developers Advantage** is the first to fulfill every developer/builder's needs. It automates, manages and reports on every aspect of sales and marketing from "prospect to contract", including opportunity forecasting, property/site map management, model homes, home configurations and pricing, contract administration, and is available 24/7 from the web for shared information between communities.

The typical response from developers and builders is "It's about time!". Nick Cross, Principal Broker, Tarpon Point sums it up, "*The reports that used to take me 2 full days to gather, now take 2 hours. I now spend my week doing closings, instead of chasing information.*"

What impact does Nick see **DA** having in their company? "*Don't show this to our competition! We're way ahead of our competition, and we'd like to keep it that way!*"

“This service has forever changed the landscape of sales and marketing for Community Developers and Home Builders,” explains Matthew Clark, vice president, *“DA is to Developers and Builders what the Internet was to business 10 years ago. It will exponentially expand their business intelligence.”*

As a “hosted” service **DA** is accessible from an Internet browser so it’s available 24/7. And typical of web services, there is no software to purchase, infrastructure requirements, or installation and maintenance headaches. Subscribers simply pay by the month and can access their business from anywhere from a web browser.

### **About Genesis Global Technologies**

Genesis Global Technologies, a division of IBS (International Business Services of America, Inc.) is a think tank of “out of the box” problem solvers founded in 1994. Genesis Global Technologies specializes in helping companies use technology to improve their efficiency, productivity and profitability – using technology as the tool. Genesis Global Technologies is a wholly-owned subsidiary of International Business Services of America, Inc.

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“We’re thrilled to be the first to market with such a powerful, web based business management tool.

This is a glimpse into the future, and we’re honored to be a pioneer in this new era of business management,” said Matthew Clark, Executive Vice President Genesis Global Technologies.

A copy of this press release can be found on the company's web site at [www.genesisgt.com](http://www.genesisgt.com)

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