



Builder1440 and Pharaoh Information Systems Develop Strategic Partnership

7/25/2008 - Builder1440 (Baltimore, MD) and Pharaoh Information Services (Irvine, CA) announced their strategic partnership to offer residential home builders the complete software solutions that meet their sales, marketing and business management needs.

Both Builder1440 and Pharaoh have established themselves as industry leaders in the home building vertical and maintain a combined client list of close to 500 North American builders including DR Horton, K. Hovnanian, PCS Homes and Standard Pacific Homes.

The partnership allows builders to acquire function rich applications--developed with cutting-edge technology--that is specific to their needs and improves their efficiency throughout the entire building process.

"Builder1440 is very excited to partner with Pharaoh and continue to provide innovative IT solutions to home builders," notes Matt McShane, Builder1440's Vice President. "Pharaoh's wide-range of builder business services complements the crucial sales and marketing functionality found in Sales1440."

"We are looking forward to working closely with Builder1440 to provide the industry leading "hosted" CRM product for our existing clients, as well as, homebuilders throughout the Western US," stated Michael Kenyon president of Pharaoh. "Builder1440 complements our current product offerings and with the leading edge technology and programming expertise provided by G1440 (Builder1440s programming partnership company), we are looking to leverage off their expertise to expand and update our product offerings. In addition, Builder1440's Enterprise Edition allows us to market to larger production builders or as a Standard Edition for small and custom builders."

About Builder1440, LLC

Builder1440, LLC is the leading provider of sales and marketing solutions for home builders. Skilled with a deep vertical knowledge of the home building industry and extensive technical expertise, our team designs and develops Internet-based software solutions that are currently in use by hundreds of builders across North America. Builder1440's software and IT services increase profits and decrease costs throughout all stages of the homebuyer life cycle, including homebuyer acquisition, home sales, homeowner service, and customer retention.

About Pharaoh and the Integrated Builder Series (IBSWIN)

Pharaoh's Integrated Builder Series provides a fully integrated solution for the operational departments of a production homebuilder. Starting with sales, options ordering and purchasing, customer service warranty, Pharaoh provides a client/server based CRM solution similar to Builder1440. Pharaoh's IBSWIN system also has modules for project management including

integrated construction scheduling and purchasing that automates the budgeting, bidding and contract creation process. Pharaoh's latest Web based product, Webview provides a direct link to the homebuyers and subcontractors via the Internet.

Especially in the challenging homebuilding market of today, we feel that combined product offerings from Builder1440 and Pharaoh will provide the competitive edge builders will need. Better technology is the key to building homes profitably...