



PHARAOH

Integrated Builder Series

In This Issue...

Commentary	1
Free Web Training	1
Webview Special	1
Web Training Classes	1
Website Design	2
New IBSWIN Clients	2

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The Official Newsletter - 4th Quarter - Oct. 2008

The National Bank of the United States

Now that the U.S. government controls the mortgage industry, it will be interesting what affect this will have for homebuilders. In the short term, it should mean lower interest rates for your potential buyers and provide more overall stability in the mortgage market. It certainly is unfortunate that it has had to come to this, but it really does say how important our industry is to the U.S. economy. Maybe this means we have finally hit the bottom and it is time to start digging out. With the stock and bond markets suffering, it's time to invest in real estate again. The one thing that is certain is that "technology" and operational efficiency will be even more important as part of this recovery.

Thank you,
Mike Kenyon

Free Web Training

Are you getting the most out of the software modules that you purchased? Do you have new employees that are trying to figure out the software on their own? Have you downsized and now the employees that are left aren't completely familiar with IBSWIN?

As an extra incentive to pay your IBSWIN Software Support promptly, we are providing one free Web training session for your company this quarter. Please review the training schedule below and select any class you want to. To qualify you need to pay your software support by October 15th. Call Ryan @ 949-296-0560 to sign up now.

4th Quarter 2008 – Webview Special Update

Webview has proven to be one of most beneficial systems available. Especially now when the goal is to get more done with less employees and keep operational costs to a minimum, it has proven itself. Using the Internet efficiently to communicate with your potential homebuyers, existing home buyers and trade partners, it simply saves your company time and money. We are providing a special startup discount and 50% monthly reduction guaranteed for the 1st year. Call us to check it out and see what it can do for your company.

Web Training Classes 4th Quarter 2008 Schedule

AM Classes start at 10:00am — PM Classes start at 1:00pm (Dates and times are subject to change)

Oct 2008

Wed 10/15 AM	— Options Plus -Setup
Wed 10/15 PM	— Options Plus -Processing
Wed 10/22 AM	— Sales Manager- Setup
Wed 10/22 PM	— Sales Manager- Agents
Wed 10/29 AM	— Purchasing — Onsites / Directs
Wed 10/29 PM	— Purchasing — Offsites/Indirects

Nov 2008

Wed 11/05AM	— Customer Service Plus
Wed 11/05 PM	— Scheduler Plus
Wed 11/12AM	— Designer Plus—Setup

Wed 11/12 PM	—Designer Plus—Orders
Wed 11/19AM	—Webview—Buyers
Wed 11/19 PM	—Webview—Subs

Dec 2008

Wed 12/03 AM	— Options Plus -Setup
Wed 12/03 PM	— Options Plus -Processing
Wed 12/10 AM	— Sales Manager- Setup
Wed 12/10 PM	— Sales Manager- Agents
Wed 12/17 AM	—Customer Service Plus
Wed 12/17 PM	—Management / Security

Pharaoh Website Design Department

Pharaoh Information Services is expanding its services to include Website design and implementation. As we have gotten more involved with *Webview* implementations for our clients, we have realized a few important things:

1. The need to integrate *Webview* functions with homebuilders Websites is important and can be an expensive issue.
2. Many homebuilders would like to improve their Websites and use it as a better market tool for prospective home buyers.
3. As the market improves, the Internet will play a more important role for homebuilders than ever before.

With these ideas in mind, Tom Zsido will be heading up the new Website design department. Over the past several years, he has increased his knowledge of Website design and the improved design tools. Since our focus will primarily be with homebuilders, we can provide some significant benefits over the generic Website design companies:

1. Reduce the development cost by as much as 40% - 50% over traditional Website design companies.
2. Provide seamless integration with your existing *Webview* and *IBSWIN* software.
3. Provide Web development tools that will allow your staff to add and change your Web page content, rather than paying for every simple change. Allows you to keep your Website content current.
4. Pharaoh can even provide "video content" on the Web so that your prospective homebuyers can a better look at the products you are offering.
5. We can help "optimize" your Website's search engine to improve the traffic and prospect volume.

The market challenges ahead are still very significant. However, we are confident that we can help improve your market exposure, while at the same time keep your Website development costs to a minimum. Please contact Ryan at 949-296-0560 for further information or schedule a no obligation Website review.

IBSWIN / Webview – New Improvements

The 12.05 version of *IBSWIN* is still the current release that should have installed, although we continue to add and improve it almost on a weekly basis. You should upload the latest release at least once a quarter. The significant enhancements for the quarter include; 1) New Schedule Calendar report, 2) Estimating Detail for material and labor costs for both base house and options, 3) *Webview* Eblast "Preview" feature and a few other minor bug fixes. Also, we want to remind about the new "Management Dashboard" function that is now available. Let us know if you have any questions on any of these improvements.

Welcome to our new IBSWIN clients

Here are the new homebuilders that have joined our growing customer base over the last several months:

New IBSWIN Clients:

- Gardner Development
Salt Lake, UT
- Pinewood Homes
Niagara Falls, ON CANADA
- Meer Homes
Newport Beach, CA
- Mountain Vista Homes
Sandy, UT

New Webview Clients:

- Gardner Development
Salt Lake, Utah
- Benton Homebuilders
St. Louis, MO
- Van Daele Development
Riverside, CA