Sales Simplicity's "Virtual Topo Maps" gives
Builder-Developers, Senior-Living Facility Managers, and
Clients an On-Line Display of Lot / Unit Availability & Pricing

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Buyers Can Log Into a Builder-Developer or Senior Living Website to View Unit, Lot, and Plan Availability, Size, Pricing, and More, with Mouse-Over Access to "Live" Topo Maps, All Auto-Populated by Sales Simplicity

CHANDLER, Arizona -- Sales Simplicity Software - the widely acknowledged leader in sales automation, CRM and eMarketing for the builder, developer, and senior-living sectors - announced today that it has added yet another new feature to its award-winning software: "Virtual Topo Maps."

In a Web environment that uses Sales Simplicity, the Virtual Topo Maps display building lots, multi-family units, or senior-living units under development or management. By just mousing over any building lot or unit on the builder-developer/ facility's website, a data box pops up that shows, in real time, all the data the builder, developer, or property manager wants associated with that lot or unit, including availability, pricing, size, premiums, and even what floor plans the lot or unit will accommodate. The data box can be expanded to accommodate whatever data the builder, developer, or property manager wants to display, including sales person contact, and even special pricing offers.

"This is another in a string of innovations we have introduced to Sales Simplicity, and it is these innovations that allow us to continue to outsell all of our competitors combined, even in this down market," said Barry Forbes, Sales Simplicity's President. "This Virtual Topo Map feature equips a builder or multi-unit developer with extraordinary customer-service capabilities, and it dramatically enhances their ability to capture and close new prospects."

About Sales Simplicity
Sales Simplicity Software, Inc., based in Chandler, Arizona, is the creator and marketer of leading sales automation, CRM, eMarketing and eLead management tools for new single-family, semi-custom and custom homes; condo, multi-family and senior living builders; developers and new-home realtors; and, apartment sales and rental agents.

FOR MORE INFORMATION:
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