



FOR IMMEDIATE RELEASE

FOR INFORMATION CONTACT:

Mike Reed
(704) 376-3434
mreed@crowm-com.com

**ICONNECT AND BE HOME WISE TO OFFER
SOFTWARE PACKAGE FOR HOME BUILDERS**

Reston, Va., Aug 5, 2008 ... iConnect and Be Home Wise have designed a customer relationship management (CRM) software package specifically for home builders that combines integrated data management software with a powerful sales tracking component.

The partnership enables home builders to use Be Home Wise's award-winning lead tracking, prospect management, e-marketing and data reporting system with Builder's CoPilot – an enterprise-wide CRM software program developed by iConnect and Greg Benson, president of Comstock Homes. Together, Be Home Wise and Builder's CoPilot provide a fully integrated solution that manages information throughout the entire home-building process.

“This partnership provides a ‘best of breed’ business solution in the home-building market at a very low cost,” said iConnect President and Chief Information Officer Amitesh Sinha. “It delivers a builder-centric data processing platform and a widely used sales and lead tracking system.”

“This allows our customers to take advantage of the expertise of Be Home Wise and the strength of Builder's CoPilot,” said Be Home Wise Chief Executive Officer Robb Cohen. “They get the unbeatable combination of a powerful front-end lead tracking, prospect management system and a complete back-end CRM package.”

The partnership gives customers an efficient, streamlined approach to business. Builders benefit from information that flows seamlessly from Be Home Wise's advanced prospect and buyer tracking system into a completely integrated single platform with real time information – Builder's Copilot. The prospect data from Be Home Wise is accessible in Builder's CoPilot to write contracts in sales, reflect costs entered in production, manage construction schedules, service items under warranty, generate real-time reports and analyze accounting details.

Be Home Wise also has an innovative e-leads application that not only captures and manages Web leads, it instantly rates, ranks and qualifies each lead. This application, which features automatic lead follow-ups, is becoming increasingly important as more and more prospects begin their search for a new home on the Internet. This data is seamlessly married to the Builder's CoPilot sales module for effective data processing.

- more -

Builder's CoPilot came into existence in 2003 and was developed by Sinha and Benson, whose company builds homes in Washington, Atlanta, and Raleigh, N.C. Benson and Sinha worked together to design a software package that manages issues faced by builders on a daily basis.

“The market is flooded with software programs that address scheduling, procurement, supply chain management, and so on,” Benson said. “But, until we created Builder's CoPilot, nothing tied it all together. Instead of buying parts and pieces, we built a fully integrated information management system that brings all of the data into one module.”

About Be Home Wise

Virginia-based Be Home Wise is the leading provider of Web hosted lead tracking and prospect management software for the new homes industry. Founded and developed by new home sales and marketing expert Robb Cohen, Be Home Wise offers Web-deployed prospect management and e-marketing solutions for converting prospective buyers into sales. The company received the Innovative Housing Technology Award in 2005 and the High Impact Product of the Year Award in 2006 from *TechHome Builder* magazine.

Be Home Wise's software system includes its core Enterprise Edition system and its other award-winning product, the Online Sales Counselor Edition (OSC). Together with its Condominium Sales Edition, Be Home Wise integrates leads from all of a builder's various marketing channels – including walk-ins and telephone leads, search engines, Web portals, Web traffic and Realtor referrals – and automatically prioritizes these based on who is most likely to buy.

Today, the system is being used by builders and developers all over the United States, Canada and Mexico. These companies have realized competitive advantages by adopting cutting-edge sales automation technologies. More information can be found at www.behomewise.com, or call (703) 734-2224.

About Builder's CoPilot

Builder's CoPilot is a CRM solution developed for home builders by a builder. Builder's CoPilot received the Vision Award for Technology in 2007 from *Constructech* magazine and is a Gold Partner in the Microsoft Partner Program. The system equips builders with a comprehensive, integrated and industry-specific solution to face their new and changing needs, and it provides greater insight into a home builder's operations through its construction, scheduling, service, sales, reports and financials components. Builder's CoPilot has the ability to integrate with any back office accounting package, such as Timberline (STO), JD Edwards Enterprise One and Microsoft Dynamic SL.

iConnect is a Reston, Va.-based strategic IT consulting firm. For more information, visit www.builderscopilot.com.