



"Reflex has filled the void in the Real Estate software market by combining development and property management activities into one fully integrated system.."

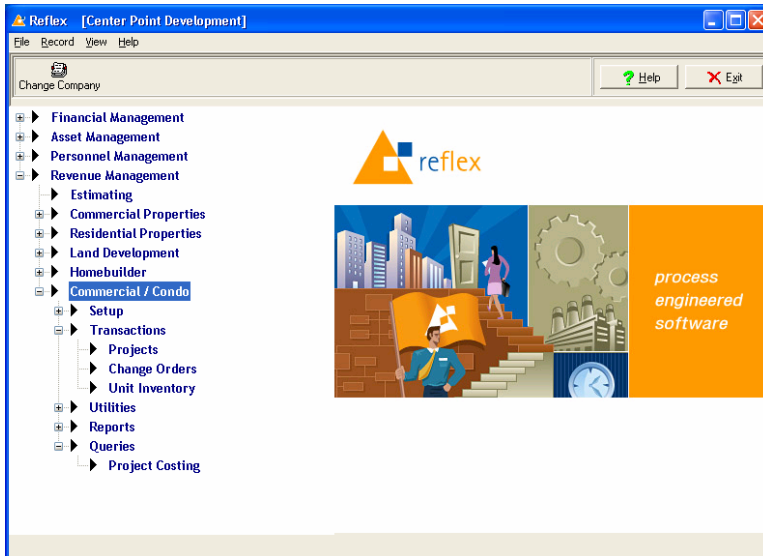
Phil Posehn
Controller,
The Century Group

Reflex Construction:

A single solution for commercial developers

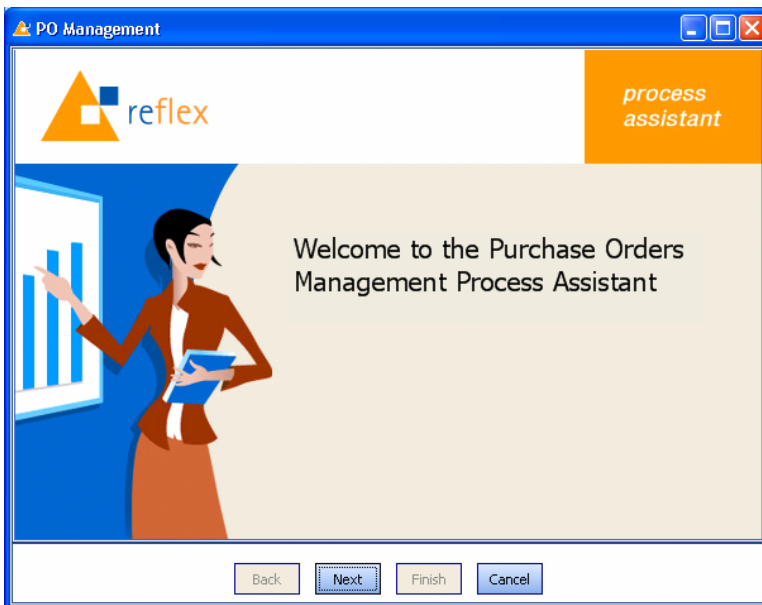
Reflex provides fully integrated, end to end software– automating and streamlining all the processes involved in commercial development. Whether you are developing as a general contractor or plan to hold and manage the property, Reflex offers a single, complete solution to manage your business.

- **Better Cash Flow Management.** Reflex Construction allows you to closely monitor cash flow in order to better determine your cash position. It tracks budgets against actuals, monitors cost to complete and easily allows you to reforecast your budgets with minimum effort. The result is a better, real time understanding of your cash position.
- **Flexible Forecasting.** Easily update forecasts on a monthly, quarterly, semi-annually or yearly basis. Reflex stores all critical budget data and gives you the ability to manipulate information in order to control costs and better project cash flow. Automated distribution tools allow you to spread costs over time – such as applying a bell curve to a twelve month project.
- **Full LEM Costing.** Reflex Construction offers full LEM (Labor, Equipment and Materials) costing through the following Reflex modules: Payroll, Fixed Assets and Inventory. These modules work together to provide a complete solution for commercial developers who want to track labor costs directly to a project, allocate equipment usage or purchase materials. Full system integration eliminates the need for double entry and provides more comprehensive cost management.
- **Better Cost Control with Unit Costing.** Reflex Construction is designed to allow users to not only track shell construction costs, but also to cost down to the unit level. This allows companies to better understand their true cost of goods sold on a per unit basis, providing better reporting and analysis.
- **Scheduling.** Easily create and maintain production schedules in the Reflex Dashboard or through our seamless integration with Microsoft Project. Reflex monitors tasks in real time to ensure that anything deviating from the critical path, such as materials not arriving at the jobsite on time, is communicated to all key stakeholders.
- **Reporting & Analysis.** Access, analyze and share information with Reflex's powerful reporting capabilities. Easily obtain Key Performance Indicators, such as Gross Margins and number of models or options sold, or Key Business Indicators, such as, calls per sales associate per week.
- **Property Management.** If you plan to develop and manage your property, Reflex Construction lets you transfer the asset to the Property Management module – giving you the ability to manage all your lines of business within a single solution.



One Solution

Reflex is a single, complete solution. Reflex Construction works seamlessly with all other Reflex modules – including Land Development, Homebuilder, Property Management and Manufacturing, providing a total solution for the building industry.



Automate Key Processes with PATI

Automating key processes reduces errors, saves time spent on manually updating information and reduces training time for new users. Reflex is process engineered software. We've created a Process Assistant and Training Instructor (PATI) to walk users through any given series of steps, such as managing Purchase Orders.

About Reflex Software Solutions

Reflex Software Solutions has been developing and implementing software since 1977. We've helped over 500 companies and government organizations improve their business processes through the use of our technology. The stability of our management team and our ownership is rare in a business environment that sees software companies come and go or experience constant changes of ownership. Reflex is committed to meeting the software needs of our clients over the long term.