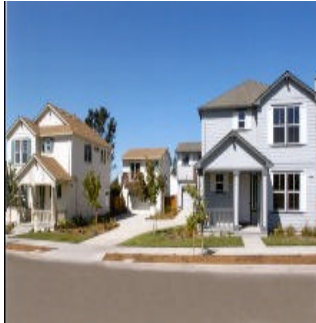




process  
engineered  
software



## Reflex Homebuilder:

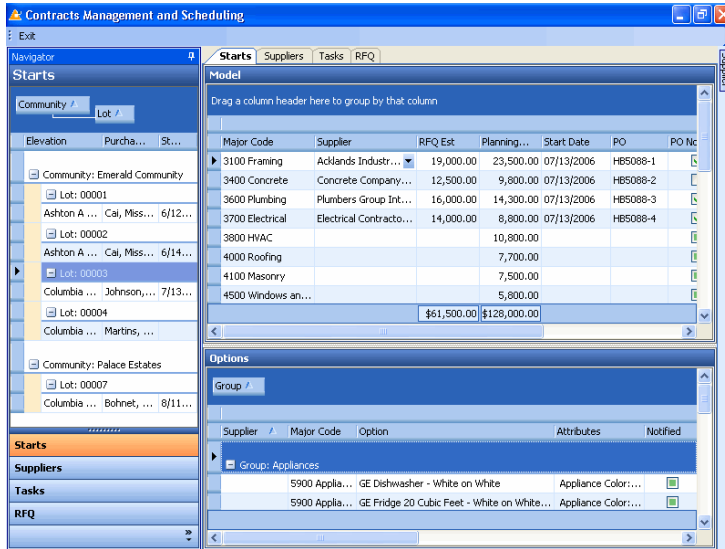
### From Sales to Service – a single solution for builders

Finally - fully integrated, end to end software for today's homebuilder. Reflex helps builders automate and streamline all the processes involved in building homes, selling homes and servicing homeowners.

- **From Land to Lots.** Are you a homebuilder who also develops land? Reflex can help you reap the benefits of all the information captured in Reflex Land – such as lot attributes, historical cost data and street addresses – by transferring it directly into Reflex Homebuilder.
- **Embedded Sales Center.** Our easy to use Sales Center helps your team manage the entire sales cycle by capturing prospect information and automating the follow up process with tasks, reminders and alerts. Sales Center is fully embedded – which means that any changes made to options or pricing in other Reflex modules are automatically updated within Sales Center. Your sales team always has the latest information.
- **Tiered Option Management.** Reflex gives you maximum flexibility with options that are maintained in a global database, and further defined at 5 levels - Holding, Community, Phase, Model & Elevation. When a change occurs, all levels can easily be globally updated with the use of a Process Assistant.
- **Automated Production Management.** Track bids, create estimates and generate purchase orders – all within a centralized system. Reflex automates key processes, such as the RFQ process, with electronic bid and price updates. Notify trades and release purchase orders – all automatically.
- **Manage trades and finish on time.** 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. Reflex will automatically notify everyone involved, so that their schedules can be updated accordingly.
- **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.
- **Onsite Access to a Full Service Center.** Service technicians are mobile, and so is Reflex. Our product is designed to work with Tablet PCs or handheld devices – allowing service technicians to easily record information and schedule tasks onsite. Reflex Service Center manages multiple punch lists and makes it easy to rate the construction handoff to the warranty department and analyze construction performance.

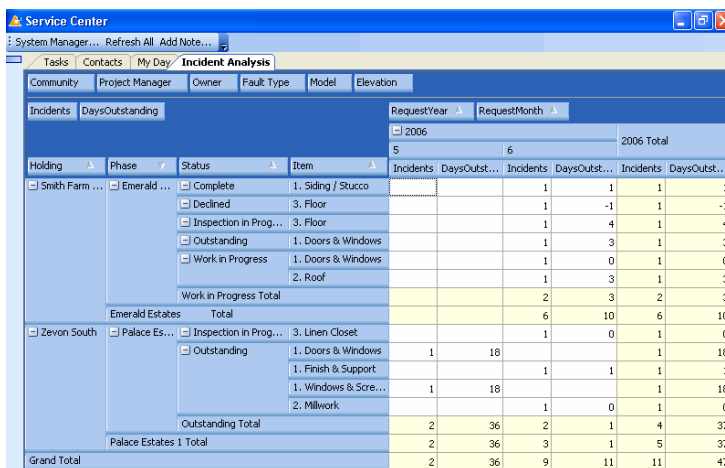
*“My advice to home builders in the 100 to 3,000-home range: If you're not satisfied with your existing software vendor you owe it to yourself to demo Reflex”*

**Steve Zurier**  
Senior Editor for  
Technology,  
Builder Magazine



### Easily Manage Trades and Suppliers

Reflex Contract Management and Scheduling provides the power to manage all trades and suppliers within a single area. Pick suppliers and trades, notify trades or suppliers and see information, such as purchase orders or scheduled work dates for all homes in your phase, community or even multiple communities.



### Service Incident Analysis Optimizes Profits

Which trades are performing well and which have recurring service items? How do you rate your construction performance? Reflex gives you the information to easily analyze trends to better manage the construction and warranty processes. Reflex Service Center helps maximize profits and create happy homeowners.

### 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.

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