



## Reflex Land:

### Standardize and Streamline the Land Development Process

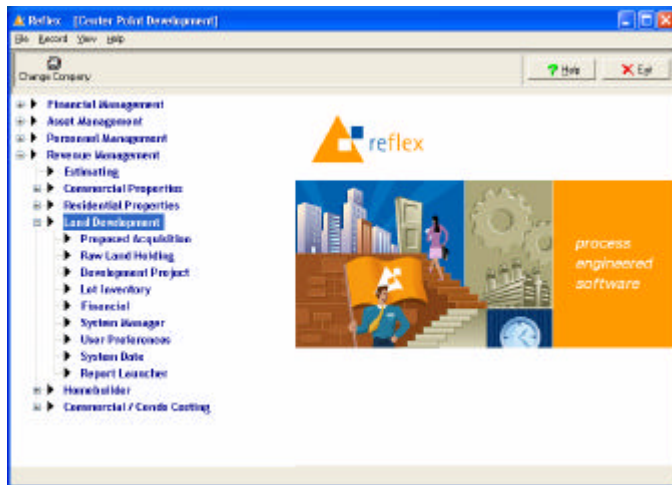
Reflex Land is the only fully integrated software for land developers – giving unprecedented control over the acquisition, improvement and resale of land.

*“Reflex is worth the purchase price alone for the cash flow statements. To be able to reforecast a multi-year project used to take days, whereas now this process takes a few minutes.”*

**Peter Daly**

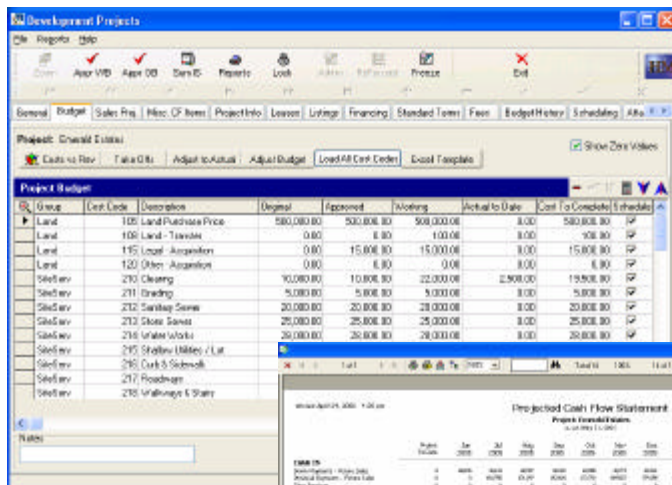
**VP Land Development,  
Melcor Developments Ltd.**

- **Better Cash Flow Management.** Reflex Land 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.
- **Consistent Analysis.** Reflex Land helps developers determine the profitability of various land parcels through applying a set of standard evaluation criteria. Now land development teams have a single, standardized tool to compare projects – making analysis consistent from project to project and person to person.
- **Standardize and Automate Key Processes.** Reflex Land gives companies the ability to implement a standard, replicable set of procedures, as well as automate key processes. Automation reduces errors and saves time spent on manually updating information. Training is made easier and reporting is more consistent.
- **Share a Common System.** Eliminate the need to reconcile data between separate data sources or rekey data into multiple spreadsheets. Everyone in the land department has access to the same information stored in a central repository.
- **A Complete Lot Inventory.** Reflex Land provides a comprehensive lot inventory that lets you know exactly what is available for sale, including detailed lot attributes for five different lot classifications. It also allows you to incrementally increase the price of lots to keep pace with market conditions.
- **Full Financial Management.** Reflex Land comes with a full financial management module that allows companies to run all land development activities within one solution.



### One Solution

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



### Forecasting Cash Flow Made Easy

Reflex Land holds 3 levels of budgeting – original budget, approved budget and working budget – which allows users to continually update and forecast development costs. Reflex Land comes preloaded with several standard reports – including projected cash flow statements.

### 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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