



process  
engineered  
software



# Reflex Construction:

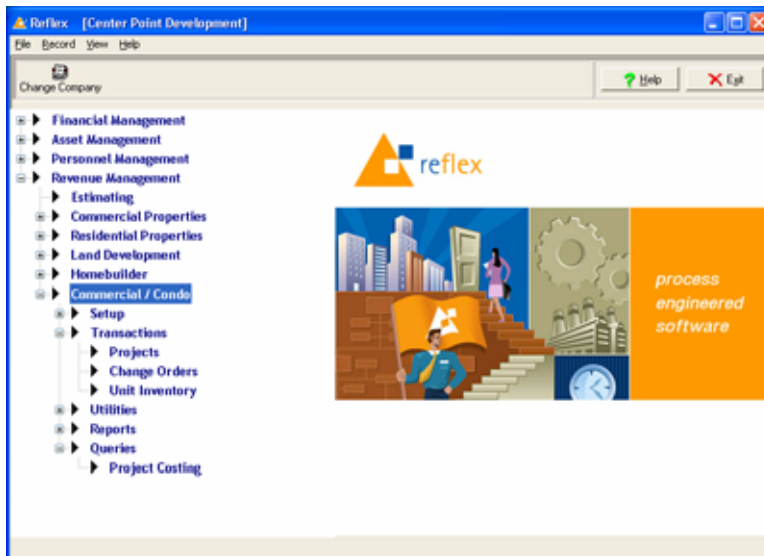
## A single solution for multi-family builders

Finally - fully integrated, end to end software for today's builder. Reflex automates and streamlines all the processes involved in building multi-family projects.

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

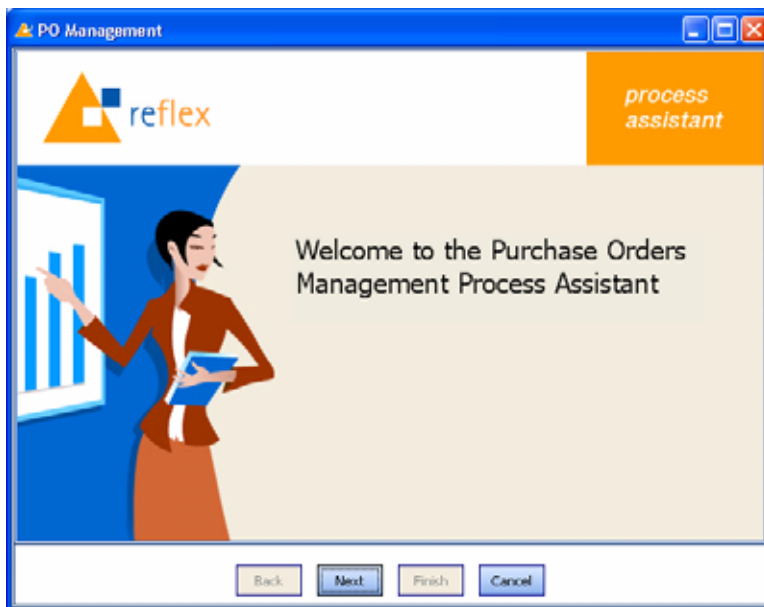
Phil Posehn  
Controller,  
The Century Group

- **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.
- **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.
- **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. Campaign management lets your marketing team easily create and administer customized follow up campaigns to maximize your sales efforts.
- **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.
- **Options Management.** Reflex Construction allows you to easily define, manage and sell options.
- **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.



## 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.