



**FOR IMMEDIATE RELEASE**

Melanie Tornqvist  
HomeFront Software  
(866) 716-7291  
[Melanie@homefront-software.com](mailto:Melanie@homefront-software.com)

## **Birchwood Properties Selects HomeFront Home Building Management Software**

*Leading developer in Calgary implements integrated builder process management technologies to streamline construction project management and enhance customer service.*

**Calgary, Canada – March 15, 2010** - HomeFront Software™ ([www.homefront-software.com](http://www.homefront-software.com)), provider of home building management software to developers throughout Canada and North America, has announced that Birchwood Properties Corp. ([www.birchwoodproperties.ca](http://www.birchwoodproperties.ca)) is now using its builder process management system. Integrated with Sage Timberline Office, HomeFront Software provides a full suite of [home building management](#) tools providing Birchwood with a complete end-to-end construction management solution. Helping to shape the landscape of Calgary since 1998, Birchwood has grown to be one of Calgary's most successful builders & developers and is noted for its single- and multi-family projects including Royal Oak Estates, Cougar Ridge, Cranston, and other Calgary housing developments.

Steve Joseph, Birchwood Chief Financial Officer, says the timing was right for an upgrade to HomeFront Software. "We have a few big projects coming online and wanted to start fresh on a solid builder process management platform. We had outgrown our previous system and it was becoming increasingly difficult to use." He continues, "We considered several home building management applications during our evaluation. But our conversations with other large builders in Calgary confirmed that HomeFront Software integrated with Sage Timberline Office was the right choice."

The challenges for home builders are greater than ever, says Daryl Shenner CEO, HomeFront Software. "Integration and automation give developers like Birchwood distinct competitive advantages. Large construction companies are often hampered by the inefficiency of managing multiple software systems and departments that operate in silos. Comprehensive, integrated home building software allows Birchwood to put their energy and attention into building better homes and servicing their customers."

With features for sales, estimating, purchasing, scheduling, and accounting integrated into one system, there's no duplicate data entry or inefficiency to slow things down. Joseph says, "We love the fact that our sales person can be sitting in the show home, meet with a customer, price out a home with their desired options, and hand the customer a quote to take with them. Then once the sale is approved, the information flows automatically into estimating, and the project moves forward from there. Everything is integrated, tied together and simple. "

Learn more about HomeFront Software for Sage Timberline at [www.homefront-software.com](http://www.homefront-software.com).

### **About Birchwood Properties**

#### *Proud Builders of New Beginnings*

At Birchwood, we create homes, multifamily developments and new communities that go so far beyond the ordinary, they set a new standard for excellence and innovation. Since our first development in the late 1990s, we have established a reputation for integrity and excellence, and our entire team strives for quality in everything we do. We continually try to exceed our own high standards, infusing our homes with the features our homeowners expect, and the added details that make living in them extraordinary.

Ours is a promise of quality, style and complete happiness – one neighborhood and one home at a time.

#### *Where Trust is Built*

We invite you to visit our homes, hear our story, talk to our people, and see our passion for detail first-hand.

We're confident you'll also see that your dreams have a new address... a Birchwood home.

### **About HomeFront Software**

HomeFront Software, based in Calgary, Canada, is a leading home builder management solutions provider that offers a complete solution for the entire home building process from one, easy-to-use software system. HomeFront provides home builders of all sizes with the real-time information necessary to make the business decisions that will maximize profits before, during, and after construction. HomeFront is a collaborative effort of technology experts who have been working in the residential building industry for over 20 years. The company was created to provide home builders with the tools they need to manage their businesses and WIN in today's competitive residential market.

###