



FOR IMMEDIATE RELEASE

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Home Builders Drawn to Job Simplicity Construction Management Software at IBS

Featuring plug-and-play integration with QuickBooks® and Simply Accounting by Sage, Job Simplicity receives enthusiastic welcome by small residential home builders at this year's International Builders Show.

Calgary, Canada – February 8, 2011 – HomeFront Software™ (www.homefront-software.com), a developer of home building and construction management software, discovered a growing and receptive audience of small residential home builders taking a serious look at affordable construction management software at the International Builders Show 2011 (IBS '11) hosted earlier this year in Orlando, Florida. Job Simplicity consultants at the show reported that the growing interest by [residential home builders](#) is driven by the need to get a better handle on construction-specific workflows, eliminate inefficiencies, and refocus their businesses in order to compete effectively in an industry that has seen tremendous change over the last few years.

As one of HomeFront Software's flagship products, Job Simplicity provides residential homebuilders with a complete [construction management software](#) solution that effortlessly plugs right into QuickBooks or Simply Accounting. It delivers estimating, job costing, and scheduling capabilities designed specifically for small residential home builders. A single entry carries all the way through the system and straight into QuickBooks or Simply Accounting which eliminates wasteful duplicate data entry, errors, reports that are out of sync, and other problems typically found in residential construction contracting.

HomeFront CEO Daryl Shenner says residential home builders were impressed with Job Simplicity's plug-and-play [integration with QuickBooks](#). "The response was overwhelming. Small home builders realize the benefit of keeping a perfectly-capable accounting system like QuickBooks in place, and instead investing in an affordable construction management system that addresses the most important aspect of their businesses — all with no downtime. In fact, Job Simplicity is typically up and running on day 1, providing immediate return on investment."

He adds that the "cool-down" in the residential home building market is the unexpected source of opportunity for his company and residential contractors alike. "Now that the smoke is clearing, home builders seem to be taking this opportunity to examine their operations more closely. Instead of focusing solely on finding new jobs, they're instead looking for tools that improve efficiency, eliminate errors, maximize project profitability, and improve the way their business runs — they want to do things differently this time around."

For over 15 years, HomeFront Software has set the pace for software innovation, earning its place as a leading provider of essential construction management tools. When commercial contractors integrate Job Simplicity with their existing QuickBooks accounting software, they have immediate access to the right information at the right time. They gain the ability to manage and track workflow and daily operations, enabling residential home builders to operate more efficiently and profitably.

Go to <http://www.jobsimplicity.com/movies> for information or to view a short demonstration about Job Simplicity for QuickBooks or Simply Accounting by Sage.

About HomeFront Software

HomeFront Software has been a recipient of many industry awards including “Constructech 50 2010” by Constructech Magazine, “Top Product” by Constructech Magazine, for 2010, 2009, and 2008, Named one of the “50 Hottest for 2009” by Constructech Magazine & “100 Best New Products” by editors of Professional Magazine.

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. Visit www.Homefront-Software.com to learn more.

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