

FOR IMMEDIATE RELEASE

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HomeFront to Showcase Home Building Software at NAHB International Builders Show 2011

Company will offer free estimating database and significant discounts of its award-winning home building management software integrated with QuickBooks, Simply Accounting by Sage, Sage Timberline Office, and Sage Master Builder.

Calgary, Canada – December 13, 2010 - HomeFront Software™, a developer of home building and [construction management software](#), has announced their participation as an exhibitor at the International Builders Show (IBS) 2011. The company will showcase its award-winning HomeFront Software Suite designed for production builders, as well as Job Simplicity designed for custom builders and contractors. HomeFront consultants will be on-hand providing one-on-one demonstrations and offering free trial software in booth **#W4677** located in the NextBUILD Pavilion.

Scheduled for January 12-15, 2011 in Orlando, Florida, the International Builders Show attracts residential contractors, builders, and sub trades worldwide and is the largest of its kind in the U.S. “The International Builders Show is one of the premier events in the industry,” says Daryl Shenner, CEO at HomeFront Software. “Our development team has been working diligently over the last year and we look forward to unveiling the newest enhancements for both Job Simplicity and the HomeFront Software Suite.”

Integrated with QuickBooks® and Simply Accounting by Sage, [Job Simplicity](#) is designed for [small home builders](#) who want construction management software that plugs right into their existing accounting system. In one powerful box of software, Job Simplicity provides tools for sales and marketing, estimating, bid management, purchasing, scheduling, job costing, and service coordination.

Offering similar plug-and-play simplicity, the [HomeFront Software Suite](#) integrates with Sage Timberline Office and Sage Master Builder for larger custom builders and production builders that need advanced home building functionality.

According to Shenner, “Many companies rush out and replace a well functioning job cost and financial accounting system only to find that what they truly needed was a more effective way to manage sales, estimating, purchasing, scheduling, or service and warranty. Adding our home building management software to your existing QuickBooks or Sage solution is totally cost-effective and will have you up and running on one integrated system in no time.”

Visit the [IBS 2011 Website](#) to browse the HomeFront Software Virtual Booth prior to the show or to add booth #W4677 to your personal event agenda using the Interactive Floor Plan.

About HomeFront Software

HomeFront Software, based in Calgary, Canada, is a leading construction management solutions provider that offers a complete solution for the entire construction process from one, easy-to-use software system. HomeFront provides the construction companies of all sizes with the real-time information necessary to make the business decisions that will maximize profits before, during, and after construction.

HomeFront Software & Job Simplicity continue to be recipients of many industry awards including “Constructech 50 2010” by Constructech Magazine, “Top Product 2010” by Constructech Magazine, “50 Hottest for 2009” by Constructech Magazine & “100 Best New Products” by editors of Professional Magazine. Developing & implementing software solutions for over 15 years, HomeFront Software continues to set the pace for software innovation and continues to be a leading provider of business management tools which are relevant, current and essential to most vertical markets within the construction industry.