

## BUILDERMT AND SALES SIMPLICITY TO TIGHTEN INTEGRATION AND CROSS-TRAIN SUPPORT TEAMS FOLLOWING MITEK ACQUISITION

### **BuilderMT's Tom Gebes Will Also Serve as President of Sales Simplicity, as the Two Companies Move Toward Working as One System**

**Denver — January 15, 2016** — MiTek Industries announced today that following its acquisition of Sales Simplicity, Tom Gebes will serve as president of both BuilderMT and Sales Simplicity, as he leads a strategic effort to further integrate the two software solutions.

BuilderMT is the widely acknowledged market share leader in workflow management solutions for mid-market home builders. Sales Simplicity Software is the widely acknowledged leader in CRM, sales automation, dynamic content management, and reporting for the home building and real estate sectors.

As BuilderMT and Sales Simplicity move toward working effectively as one system, Gebes will also lead an effort to cross-train the two companies' support teams, so they are educated about each others solutions.

Even as BuilderMT and Sales Simplicity work toward a single-system model, customers can still purchase either system independently on a stand-alone basis.

BuilderMT and Sales Simplicity will continue to work with its other technology partners, including Avid Ratings, CG Visions, Hyphen Solutions, Punchlist Manager, Sage, and Western Computer. These companies recently announced that they collectively invest \$8,000,000 (eight million dollars) in research and development each year, and offer a team of 177 personnel that work directly with clients or on developing multiple-award-winning software solutions. That team of personnel includes 56 of the home building industry's top software developers, 42 additional personnel who work in support roles, and 79 full-time consultants. (View an infographic that presents this data in graphic form: [http://buildermt.com/wp-content/uploads/2015/12/BMT\\_partner\\_infographic\\_revised.pdf](http://buildermt.com/wp-content/uploads/2015/12/BMT_partner_infographic_revised.pdf))

“Even before MiTek acquired Sales Simplicity, BuilderMT and Sales Simplicity combined to serve the largest customer user bases of home builders, by far,” said Ward Griffith, BuilderMT's General Manager. “Now, with MiTek's resources, and Tom Gebes' leadership, we will tighten the integration between the two solutions, and continue our record-setting pace of R&D investment. This combination of the two companies is a big win for all our customers, present and future.”

“With MiTek's vision and resources, we continue to round out the offering of integrated software solutions for

production home builders, adding functionality that is entirely unique to the market,” added Tom Gebes, BuilderMT’s President. “We are finally in a position to fully integrate BuilderMT and Sales Simplicity so they work as one, yielding remarkable benefits to our customers.”

### **About BuilderMT**

For the home building industry at large, BuilderMT (a MiTek company) provides highly-customizable workflow and building-process-management software that works in tandem with leading accounting systems and other wireless and jobsite productivity tools, such as CRM and warranty management. For 20 years, BuilderMT systems have been purchased by more than 1,000 home builders and cumulatively used as a desktop workflow tool by upwards of 10,000 home building professionals. BuilderMT is widely recognized as a leader in process-driven, best-building-practices for home builders, as well as customer service, warranty applications, online training and innovative wireless applications. To learn more, visit [www.BuilderMT.com](http://www.BuilderMT.com), or call (888) 757-1991 ext. 271.

### **About Sales Simplicity**

Sales Simplicity is the creator and marketer of leading sales automation, content management, lead management, eMarketing and reporting management tools for new single-family, semi-custom and custom homes; condo, multi-family, realtor and senior living providers. Sales Simplicity’s highly intuitive CRM system offers features similar to Salesforce.com, but Sales Simplicity’s CRM is tightly integrated into Sales Simplicity’s award-winning, Cloud-based, sales-automation platform, and the entire system has been specifically envisioned for home builders. Since Sales Simplicity is already linked deeply into Facebook, Twitter, and other social media systems, users of Sales Simplicity’s new CRM features will immediately benefit from single-platform, dash-board-driven campaign management tools linked directly to web analysis, eMarketing, lead management, follow-ups, and new prospects. For more information about Sales Simplicity, call (480) 892-2500 or visit [www.SalesSimplicity.net](http://www.SalesSimplicity.net) or [www.SalesSimplicity.net/SeniorLiving](http://www.SalesSimplicity.net/SeniorLiving).

### **About MiTek**

MiTek is a diversified global supplier of software, engineered products, services, and equipment to the residential, commercial, and industrial, construction sectors. MiTek Industries’ passion for its associates’ well-being and its customers’ success is the company’s hallmark. A Berkshire Hathaway company (NYSE: brk-a, NYSE: brk-b) since 2001, MiTek has operations in more than 40 countries on six continents. Learn more: [www.MiTek-us.com](http://www.MiTek-us.com) and [www.MII.com](http://www.MII.com).

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