

BuilderMT and Sales Simplicity Win a 2016 Constructech Vision "Gold" Award

BuilderMT and Sales Simplicity Have Been Recognized for Their Work with Arbor Builders

Denver — August 25, 2016 — BuilderMT and Sales Simplicity, both MiTek® companies, announced that they have each won a Constructech Vision award for their work with Arbor Builders. This is the 38th technology award for BuilderMT and the 15th for Sales Simplicity.

To manage its construction workflows, Arbor Builders has implemented an all-encompassing solution, built on three key software tools — BuilderMT's Workflow Management Suite (WMS), Sales Simplicity for CRM and sales automation, and Microsoft NAV for accounting. (Microsoft NAV was implemented by a BuilderMT-Sales Simplicity partner company, Western Computer, an accounting specialist in the home building sector.) For its careful choice of technology in preparation for rapid growth, Arbor Builders won the top gold prize in the "Builder/GC Residential Less than \$5 million" category.



In a recent case study of Arbor Builders, company founder Jason Adams said, "What's best about these systems – BuilderMT, Sales Simplicity and Microsoft NAV – is that they are all pre-integrated; they all talk to each other, and data flows from one

to the other as if they were a single system." Read the full case study here: http://buildermt.com/wp-content/uploads/2015/09/BMT_arbor_builders_case_study_9_21_15.pdf.

"Our 'Best of Breed' business model allows home builders like Arbor Builders to pick elite software packages in multiple categories, all of which have been integrated for ease-of-use," said Tom Gebes, president of BuilderMT and Sales Simplicity. "Arbor Builders can now grow its company at any speed, confident they have the technology platform in place to accommodate an essentially limitless number of starts."

ABOUT ARBOR BUILDERS

In the Bend Oregon region, Arbor Builders has a well-earned reputation for quality and on-time performance. One of the fastest growing and most innovative home builders in the region, Arbor Builders builds pre-sold, "spec," and customizable homes, all built to the exacting standard and high expectations of its buyers. Learn more: <http://arbor-builders.com>.

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, or call (888) 757-1991 ext. 271.

ABOUT SALES SIMPLICITY

A MiTek company, with direct Web Services integration to BuilderMT, 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. More info: www.SalesSimplicity.net

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 and www.MII.com.