



CPS' SalesBuilder Goes Mobile and Interactive with iOS and Android Tablet Use!

Sacramento, CA – January, 22 2013 - The "tablet revolution" is impacting how almost every business interacts with customers – and homebuilding isn't an exception!

Robert Musa, Computer Presentation Systems' President says, "We're thrilled with the release of **SalesBuilder Mobile** providing sales agents with an entirely new way to engage with prospects -- and for home shoppers to interact with the builder's product.



"We've been providing homebuilders with sales automation tools since 1985," Musa continues "and I'm convinced tablet use will revolutionize the process just as the introduction of personal computers did in 1985."

SalesBuilder Mobile puts a builder's community information on either an iOS or Android tablet for use in the sales office and out on community tours. This new, visual sales tool provides a number of sales and marketing benefits including:

- Provides home shoppers with an *intuitive, easy-to-use* tablet experience
- Offers builders an *exciting new way* to encourage prospects to explore their new home community
- *Collects* prospect registration and displays floor plans, community sitemap and options/upgrades
- *Encourages interaction* with **SalesBuilder Mobile's** unique *Imaginarium* so home shoppers can mix/match items such as flooring, cabinets and appliances
- *Displays* move-in and monthly payment costs – as well as prequalification results
- Enables *cross-platform use* as **SalesBuilder Mobile** is designed for both iOS and Android use

Musa adds, "We've also developed a **SalesBuilder** prospect app for registration-only purposes."

Computer Presentation Systems is a leading provider of sales, marketing, construction and warranty/customer service software solutions to the new home industry. Founded in 1985, CPS has developed a reputation for innovative, cost-effective software solutions backed by outstanding service and support.

CPS will be at the 2013 International Builders' Show, [Booth C2860](#) in the nextBUILD section.

For further information on Computer Presentation Systems, please visit www.cpsusa.com.

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