



**PHARAOH**

**Integrated Builder Series**



# Pharaoh Phacts

The Official Newsletter - 3rd Quarter - July 2008

## Is There Light At The End of the Tunnel?

Unfortunately, we are all asking the same questions. When will we reach the bottom of this housing downturn? How quickly will housing rebound? These are very tough questions that we would all like answers to. **PCBC 2008** will address these questions and challenges this year.

Although we have no crystal ball to answer these questions, we do know that we are all in it together. Anything we can do at Pharaoh to help your company get through this challenging period, that's our goal. Good systems and a well-trained lean staff are the key. Let us help you.

Thank you,  
*Mike Kenyon*

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## Web Training Specials

Are you getting the most out of the software modules that you purchased? Do you have new employees that are trying to figure out the software on their own? Have you downsized and now the employees that are left aren't completely familiar with IBSWIN?

Web Training is the "cost effective" answer to get everyone up to speed and make sure your using our software as efficiently as possible. It also will provide exposure to new features and capabilities. And, through the summer months, we are providing a 25% discount on all Web Training Classes. Call Ryan @ 949-296-0560 to sign up now.

## 3rd Quarter 2008 - IBSWIN Pricing Update

We have increased the price of additional concurrent IBSWIN Users to \$1,000.00 effective June 1, 2008. However, for existing clients from July 2008 through August 2008, we will offer Users at the old \$500.00 price. In addition, we are extending our 20% discount offer on any additional modules added during this same time period. Now is the time to get everyone online with the additional modules that you need.

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## Web Training Classes 3rd Quarter 2008 Schedule

AM Classes start at 10:00am — PM Classes start at 1:00pm (Dates and times are subject to change)

\*\*\*July 2008\*\*\*

Wed 07/02 AM	— Options Plus -Setup
Wed 07/02 PM	— Options Plus -Processing
Wed 07/09 AM	— Sales Manager- Setup
Wed 07/09 PM	— Sales Manager- Agents
Wed 07/23AM	— Purchasing — Onsites / Directs
Wed 07/23 PM	— Purchasing — Offsites/Indirects

\*\*\*Aug 2008\*\*\*

Wed 08/06AM	— Customer Service Plus
Wed 08/06 PM	— Scheduler Plus
Wed 08/13 AM	— Designer Plus—Setup

Wed 08/13 PM	—Designer Plus—Orders
Wed 08/20AM	—Webview—Buyers
Wed 08/20 PM	—Webview—Subs

\*\*\*Sept 2008\*\*\*

Wed 09/03 AM	— Options Plus -Setup
Wed 09/03 PM	— Options Plus -Processing
Wed 09/10 AM	— Sales Manager- Setup
Wed 09/10 PM	— Sales Manager- Agents
Wed 09/17 AM	—Customer Service Plus
Wed 09/17 PM	—Management / Security

## Version of IBSWIN—12.05 Refined

If you haven't updated to the 12.05 version of the IBSWIN software by now, you really should consider it. It not only is our most improved and stable version of IBSWIN yet, it provides the following key enhancements that many of you have been asking for; 1) Subcontractor setup simplification by allowing one sub record to be assigned to multiple trades. 2) LOGO attachment improvement, 3) Buyer Name expansion for all CRM modules.

PHARAHO DEMONSTRATION At A Glance...

**Sales - Week Of 06/15/2008**

Project	Gross	Cans	Net Sales	Traffic	YTD Sales
Big Ranch	3	0	3	48	5
Hidden Valley	3	0	3	41	3
Morningside	2	0	2	42	2
San Juan Estates	4	1	3	66	7
San Juan Villas	4	1	3	71	10
The Ranchos @ Vistamonte	1	0	1	0	1
<b>Weekly Total</b>	<b>17</b>	<b>2</b>	<b>15</b>	<b>268</b>	<b>28</b>

**Option Sales - Week Of 06/15/2008**

Project	Total Sales	Deposits
Big Ranch	\$16,435.00	\$7,800.00
Hidden Valley	\$0.00	\$0.00
Morningside	\$0.00	\$0.00
San Juan Estates	\$13,595.00	\$8,900.00
San Juan Villas	\$13,200.00	\$7,100.00
The Ranchos @ Vistamonte	\$0.00	\$0.00
<b>Weekly Total</b>	<b>\$43,230.00</b>	<b>\$23,800.00</b>

**Service/Warranty - Week Of 06/15/2008**

Project	New Req	Clid Req	PTD Open Req	Avg. Days Open
Big Ranch	3	1	11	432.3
Hidden Valley	0	0	0	0.0
Morningside	0	0	0	0.0
San Juan Estates	3	2	12	119.8
San Juan Villas	4	0	14	98.8
The Ranchos @ Vistamonte	0	0	0	0.0
<b>Weekly Total</b>	<b>10</b>	<b>3</b>	<b>37</b>	<b>204.7</b>

Print Exit

We are continuing to add improvements to this 12.05 release. Illustrated on this page is the new "Management Dashboard" feature. It can be configured to automatically pop-up when a management user logs into the system. It gives the management team a quick snapshot of key sales, options, and customer service information. In addition, it provides a "drill down" feature to see the actual sales, options and customer service detail for each selected project. It really makes the software useful and information easy to access for even the "boss".

Please check out the latest "IBSWIN Program Log" that can be accessed from your "Tools" menu inside your IBSWIN desktop to see all the other improvements that we are continually adding to the system. Per our client's request, we have added a lot of nice features to the Sales Manager Plus module that are worth reviewing. In addition, there are some "bug fixes" (even though we don't like to admit it) that you should download.

One new feature that should be worth checking out is an improvement in the Option Plus system that allows you to setup an option item that can be calculated based on a percentage of the total of the other cost items. Let us know if you need a little assistance reviewing any of the new features mentioned.

## Webview – New Improvements

Webview continues to get positive reviews and to improve. The latest improvements include expanded User Security setup for any of your in house users needing to access Webview. In addition, a new Homebuyer Survey is now available. It provides a way to create custom surveys for each community and sends an automated Email link to your homebuyers to fill in the survey at their convenience. It allows you to take your service to the next level.

## Welcome to our new IBSWIN clients

Here are the new homebuilders that have joined our growing customer base over the last several months:

### New IBSWIN Clients:

- The Mark  
San Diego, CA
- SC Design  
San Diego, CA
- Benton Homes  
St. Louis, MO.
- Pacific West Development  
Temecula, CA

- Haseko Homes  
Ewa Beach, HI

### New Webview Clients:

- Crestwood Corporation  
Glendora, CA
- SC Design  
San Diego, CA