



Pharaoh Phacts

The Official Newsletter - 3rd Quarter - July 2009

Does anyone really know when this recession will “bottom out” and we all can get back to business as usual? Unfortunately, business for many of us will never be the same as it was 3 or 4 years ago. As the government continues to get more involved in regulating the financial markets that affect our industry, I am sure there will be some good and bad that will come out of it.

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Regardless of when things get back on track or slowly continue to improve, we want to sincerely thank each of our clients for staying with our Software Support plan through this business downturn. We know your business volume is down, but this is our primary source of survival income during this time. Anything we can do to help your company and staff be more efficient, better trained, and stay in business, that’s what we are here for...

Thank you,
Mike Kenyon

FRC System Update

It is sad to say, but the foreclosure rehab market may be one of the only “hot spots” over the next several years. Although many of you haven’t considered this possible business venture, it can fit very well with your new home construction and is counter cyclical to this business. The challenge that we are facing is figuring out the best way to make the Lenders and Foreclosure Investors aware of the builders using our FRC system to improve the foreclosure rehab tracking and selling process. We want to build a network of FRC builders that the Lender Community can work with to clean up this mess. Not only is it an immediate revenue opportunity for your company, it will help get these foreclosed properties off the market and stimulate new construction. Call us @ 949-866-0398 ext# 1 (sales) for further information on this system.

3rd Quarter 2009 – Website Development Special Continued

We are extending the Website development special through the end of the 2nd quarter. We can develop new Websites from scratch or re-develop and improve existing Websites. More importantly, we can give your staff “content control” and improve your company’s search engine position. For any existing Pharaoh client, we are extending the \$500.00 discount through the 3rd quarter of 2009. Let us give your company an improved Web presence for 2009 and increase the “traffic” to your Website. Call us @ 949-866-0398 ext# 1 (sales).

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Web Training Classes 3rd Quarter 2009 Schedule

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

July 2009		
Wed 07/08 AM	— Options Plus -Setup	Wed 08/19 PM —Designer Plus—Orders
Wed 07/08 PM	— Options Plus -Processing	Wed 08/26 AM —Webview—Buyers
Wed 07/15 AM	— Sales Manager– Setup	Wed 08/26 PM —Webview—Subs
Wed 07/15 PM	— Sales Manager– Agents	***Sept 2009***
Wed 07/29 AM	— Purchasing — Onsites / Directs	Wed 09/09 AM — Options Plus -Setup
Wed 07/29 PM	— Purchasing — Offsites/Indirects	Wed 09/09 PM — Options Plus -Processing
August 2009		Wed 09/16 AM — Sales Manager– Setup
Wed 08/12AM	— Customer Service Plus	Wed 09/16 PM — Sales Manager– Agents
Wed 08/12 PM	— Scheduler Plus	Wed 09/24 AM —Customer Service Plus
Wed 08/19AM	— Designer Plus—Setup	Wed 09/24 PM —Management / Security

Pharaoh IBSWIN / Webview – New Stuff

Please make sure that you are on a release of IBSWIN that is 12.05 and dated June 1st or later. This will insure that you have the latest software build for the year. Although we are constantly updating the system with enhancements for specific clients and bug fixes, updating to the latest release of the software is recommended at least once per quarter. We will be changing the update password after June 25th, 2009, so contact Support@ibswin.com to get the current one.

Although the pace of new enhancements has slowed with the slow down of new clients and users implementing the system, we still have been hard at work adding features and correcting any problems as they arise. Here are some of the small improvements that we have done this past quarter:

- 1) **Options Plus** — Programmed function to “turn off” sq ft on the printing of the Option Book report.
- 2) **Options Plus** —Programmed function to suppress printing \$\$\$ amounts on the Lender Recap report.
- 3) **Customer Service Plus** — Added the plan type to the Subcontractor Work Order Summary report.
- 4) **General Setup** — Created new flag that allows you to turn off the “auto-fill” of the sequence sheet information setup.
- 5) **Designer Plus (Flooring)** — Report enhancement to the Flooring Supplier Pricing report to provide descending sort by price by product type.

In addition to the improvements outlined above, we spent a significant amount of our programming time to finish off our new “**CounterTop Designer**” module. For any of our design studio clients, this module takes countertop ordering flexibility to the next level. Rather than having to pre-define each potential countertop material pricing and options, this module allows you to design and price out the countertop selections on the fly. Call us @ 949-866-0398 ext# 1 (sales) for info.

PHARAOH PRODUCTS PROFILE

Here is a recap of the current software products offered by Pharaoh

IBSWIN—Integrated Builder Series

Leading Integrated Software for production homebuilders.

Webview —Web based add-on

IBSWIN companion product that extends the system to buyers and subs

MasterView — For custom builders

Designed to integrate with Sage Master-builder for custom builders

FRC — Foreclosure Rehab Center