



Pharaoh Phacts

The Official Newsletter - 2nd Quarter - April 2009

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Just when we think it can't get any worse, it has. It is especially frustrating when we hear about the AIG bonuses and other excessive spending, while the homebuilding industry struggles just to keep things going. I have heard some positive news of sales improvements due to some of the new "tax credits". Hopefully, with these credits along with the historically low interest rates, we will start seeing some positive signs.

One area that Pharaoh has started to get involved in is foreclosure rehab management. Please see the next article on this. The goal of this new system is to help the lenders and brokers get these properties in saleable shape, sold, and off the market. The best way to get the new home market back is to help clear out these foreclosed properties. Let us know if this is of interest.

Thank you,
Mike Kenyon

FRC System

The Foreclosure Rehab Center system is designed to help any builder wanting to assist the Lenders and Sales Brokers to renovate and sell these foreclosed properties. It provides the following functions:

- Custom Website to attract the Lenders and Brokers
- Interactive Web based database to provide status updates, pictures, and reports of each property
- Links to your existing IBSWIN software for scheduling, providing bids, and invoices.

Let us know if we can provide further information on this new business opportunity.

2nd 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 2nd quarter of 2009. Let us give your company an improved Web presence for 2009 and increase the "traffic" to your Website. Call Ryan @ 949-866-0398 ext# 1.

Web Training Classes 2nd Quarter 2009 Schedule

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

April 2009

Wed 04/08 AM	— Options Plus -Setup
Wed 04/08 PM	— Options Plus -Processing
Wed 04/15 AM	— Sales Manager- Setup
Wed 04/15 PM	— Sales Manager- Agents
Wed 04/29 AM	— Purchasing — Onsites / Directs
Wed 04/29 PM	— Purchasing — Offsites/Indirects

May 2009

Wed 05/13AM	— Customer Service Plus
Wed 05/13 PM	— Scheduler Plus
Wed 05/20AM	— Designer Plus—Setup

Wed 05/20 PM	—Designer Plus—Orders
Wed 05/27 AM	—Webview—Buyers
Wed 05/27 PM	—Webview—Subs

June 2009

Wed 06/10 AM	— Options Plus -Setup
Wed 06/10 PM	— Options Plus -Processing
Wed 06/17 AM	— Sales Manager- Setup
Wed 06/17 PM	— Sales Manager- Agents
Wed 06/25 AM	—Customer Service Plus
Wed 06/25 PM	—Management / Security

Pharaoh IBSWIN / Webview – New Stuff

Pharaoh's Software Support program allows us to stay connected to your company during this business slow down. Even though we know that you probably are not using the software as much and probably have downsized your staff considerably, it is our goal to be there when you need us. The challenging thing about computers and software is that you never know when something can affect your system. In addition, we have continued to expand and improve the software and we want everyone to share the benefits of the latest version of the software. Here are some of the improvements this past quarter:

- **Broker Table** — added new fields to add rating codes and Notes for each Broker. Managing and communicating with the Brokers in your Area is even more critical in this down market.
- **Signature Blocks** — added the ability to create "custom" signature blocks on all the Purchase Order, Contract Addendum, and Start Order documents.
- **Lot Move Utility** — provided new function in "Company Config" — "Security" tab that allows you to move lots from one phase to another. There are some restrictions, but it can be a real time saver.
- **Actsoft Interface** — created scheduling interface to new software product called "Actsoft" that provides alternative field updating of the construction schedule via Blackberry device.
- **House Flow Report** — Created two new report sort filters that allow you to sort the homebuyers by their "sale date" or "close date" as well as the existing sorts.
- **Windows Markup by product type** — modified system to allow the markup % to update all of a specific product type if markup is changed.
- **Option Copy Functions** — improved the option system copy functions to allow the selection of multiple specified phases in one copy pass.
- **Option Purchase Order Print Improvements** — we have provided you with the ability to change the subcontractor more easily before printing the option POs. The sub must first be assigned to that phase. If you have multiple subs available for a specific trade, it will pick the first one as the default but allow you to select an alternative.

Welcome to our new PHARAOH clients

Here are the new clients that have joined our growing customer base over this last quarter:

New Website & FRC Clients:

Sheffield Foreclosure Renovation
Riverside, CA

Sondance Painting
Laguna Niguel, Ca