



**PHARAOH**

Integrated Builder Series

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# Pharaoh Phacts

The Official Newsletter - 1st Quarter - Jan. 2011

## Happy Holidays from The Pharaoh

Another year has come and gone and for most of us we are glad that 2010 is over. Certainly it was another tough year for the home building industry and all related industries. There were a few bright spots in certain parts of the country, but generally it was a "bust". The federal government's spending spree did little to stimulate our segment of the economy.

That said, we all still have a lot to be thankful for during this Holiday Season. We certainly are thankful for your business this past year and look forward to a better 2011...

Thank you,

*Mike Kenyon*

## New Client Update

We want to welcome **Robbins Reed Inc.** a new homebuilder located in San Luis Obispo, California to the Pharaoh client list. We are excited to be working with the staff of **Robbins Reed**, who were formerly with one of the top 5 builders in the country. They are also implementing Sage MasterBuilder as the integrated back-end accounting system. We have spent the last several months expanding and improving the integration with Sage MasterBuilder.

## Builder Of The Year

We are excited that **Colrich Communities**, located in San Diego, California, was selected as the Builder of the Year by Builder / Developer magazine. We congratulate the management and staff on this accomplishment in a very challenging market environment. We would like to hope that our software has helped them in their success this past year. Since they were an early adopter of Pharaoh's **Webview** system and use all the IBSWIN modules effectively for their business, we know it has helped them. They have used "InterestView" to effectively capture prospects through their Website and also have used it extensively to do Eblasts to their prospect base. They use "ServiceView" to provide homebuyers with a simple way to submit service requests and improve the overall service level. Congratulations again to the Colrich Communities management and staff...

## Web Training Classes 1st Quarter 2011 Schedule

AM Classes start at 10:00am — PM Classes start at 2:00pm (Dates and times are subject to change)

\*\*\*Jan 2011\*\*\*

Wed 01/12 AM	— Options Plus -Setup
Wed 01/12 PM	— Options Plus -Processing
Wed 01/19 AM	— Sales Manager- Setup
Wed 01/19 PM	— Sales Manager- Agents
Wed 01/26 AM	— Purchasing — Onsites / Directs
Wed 01/26 PM	— Purchasing — Offsites/Indirects

\*\*\*Feb 2011\*\*\*

Wed 02/09 AM	— Customer Service Plus
Wed 02/09 PM	— Scheduler Plus
Wed 02/16 AM	— Designer Plus—Setup

Wed 02/16 PM

Wed 02/24 AM

Wed 02/24 PM

\*\*\*Mar 2011\*\*\*

Wed 03/09 AM

Wed 03/09 PM

Wed 03/16 AM

Wed 03/16 PM

Wed 03/23 AM

Wed 03/23 PM

—Designer Plus—Orders

—Webview—Buyers

—Webview—Subs

— Options Plus -Setup

— Options Plus -Processing

— Sales Manager- Setup

— Sales Manager- Agents

—Customer Service Plus

—Management / Security

## Pharaoh IBSWIN/Webview — 12.06 Release

If you haven't upgraded your software to version 12.06 yet and you are on Pharaoh's ongoing Software Support program, it is time to do the update. Email us at [support@ibswin.com](mailto:support@ibswin.com) or call us at our toll free phone number at 866-813-0398 and select support to get update instructions and the latest password. Here are some of the new improvements completed this quarter:

- 1) Added new "sort by time" function to the Walk Thru Calendar report.
- 2) Added new link in the Service Request entry screen to the buyers Flooring Order.
- 3) Added new "extended warranty" function to the Service module.
- 4) In the Subcontractor Work Order Summary report added to select and sort by project.
- 5) Expanded the Contract Payment Stage descriptions (pay points) to 25 characters.
- 6) Added a new Webview interface option that will immediately update the service requests into the client database, rather than in an interim review database.

As usual, please contact us at Pharaoh Support if you have any specific questions on the enhancements listed above or need assistance on the 12.06 Software Update (new password will be needed).

## Pharaoh Tools To Explore In the New Year

We have introduced quite a few new products and services these past several years, but with the prolonged slow down you may not have had the need to review. Here is a quick recap:

- IBSOnline — Pharaoh's new "hosted" cloud computing solution. A great alternative if you are considering replacing your current server and equipment.
- Interactive Floor Plan — Use on your existing Website or have Pharaoh re-design a brand new Website. It provides a way to really show off your floor plan alternatives
- InterestView — Allows you to capture prospects from your Website directly to IBSWIN and do targeted Eblasts to these prospects.
- MasterView — a great tool for custom homes, remodel jobs or even foreclosure rehab jobs. If you have an IBSWIN license, you can get a 50% discount on MasterView

Let us provide a brief Web demo on any of these products. Make 2011 a more productive year ....

### 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 or Timberline for custom builders

**FRC** — Foreclosure Rehab Center

Foreclosure Rehab tracking database