



**PHARAOH**

**Integrated Builder Series**

# Pharaoh Phacts

The Official Newsletter - 2nd Quarter - April 2012

## Cost Effective Marketing

As the homebuilding market starts to slowly recover, one of the most cost effective and important ways to market your company is via your Website. Pharaoh is partnering with **Web Factories**, a major Website development company, to provide these services to our clients.

## In This Issue...

Commentary	1
New Client Update	1
Website Factories	1
Web Training Classes	1
Program Changes	2
Pharaoh Products	2

Editor: Mike Kenyon  
mkenyon@ibswin.com

Pharaoh Info. Services  
21572 Sitio Verano  
Lake Forest, CA 92630  
PH: (866) 813-0398  
FX: (949) 542-5142

www.ibswin.com

See below for further information on how we improve the functionality of your existing Website or create a brand new one from scratch. It can make a huge difference in your company's image and provide an efficient way to capture prospects and move them directly in your IBSWIN Sales database.

Thank you,

*Mike Kenyon*

## New Client Update

Two new builders have joined our base of homebuilders, both of whom are located in the San Diego Area. First, we want to welcome **Davidson Communities**, a long time production homebuilder located in the beautiful Del Mar Area. They are an existing Timberline client and will be using IBSWIN to replace several unsupported software products.

Also from San Diego, **Hill Construction**, a custom builder, will be implementing our Master-View custom builder system to integrate with their existing MasterBuilder software. We are creating a custom "Meeting Agenda" module for them.

## Web Factories

In order to provide more cost effective Website development faster, Pharaoh is happy to announce it's partnership with **Web Factories**, a company that has developed thousands of Websites throughout the world. They are able to develop complete Websites in several weeks versus typically what takes months. More importantly, the development cost is significantly less than we previously were offering. However, Web Factories not only provides an excellent Web Presence, it helps drive traffic and prospects to your Website. Powerful search engine optimization (SEO) uses all major social media (Facebook, Twitter, etc.) to drive quality traffic to your Website. Contact us at Info@ibswin.com for further information.

## Web Training Classes 2nd Quarter 2012 Schedule

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

\*\*\*April 2012\*\*\*

Wed 04/11 AM	— Options Plus -Setup
Wed 04/11 PM	— Options Plus -Processing
Wed 04/18 AM	— Sales Manager- Setup
Wed 04/18 PM	— Sales Manager- Agents
Wed 04/25 AM	— Purchasing — Onsites / Directs
Wed 04/25 PM	— Purchasing — Offsites/Indirects

\*\*\*May 2012\*\*\*

Wed 05/09 AM	— Customer Service Plus
Wed 05/09 PM	— Scheduler Plus
Wed 05/16 AM	— Designer Plus — Setup

Wed 05/16 PM	— Designer Plus — Orders
Wed 05/23 AM	— Webview — Buyers
Wed 05/23 PM	— Webview — Subs

\*\*\*June 2012\*\*\*

Wed 06/06 AM	— Options Plus -Setup
Wed 06/06 PM	— Options Plus -Processing
Wed 06/13 AM	— Sales Manager- Setup
Wed 06/13 PM	— Sales Manager- Agents
Wed 06/27 AM	— Customer Service Plus
Wed 06/27 PM	— Management / Security

## Pharaoh IBSWIN / Webview – 12.07 Release

We introduced the 12.07 version of IBSWIN in January of this year and it is important to upgrade to this new version before the end of the 2nd quarter 2012 for the following reasons:

- 1) To stay compatible with the latest version of Microsoft's operating systems and avoid installation issues.
- 2) To resolve minor software bugs and issues that unfortunately all software has.
- 3) To take advantage of the new improvements and enhancements that we are constantly adding to the software. See below for some of the highlights added during the past year.

We will be happy to assist you in doing the software upgrade. If you do it on a regular basis (we recommend at least once every 6 months), it should take less than 15 to 20 minutes to complete from start to finish. We will provide a half hour of our time to review the enhancements with your staff. Contact us at [support@ibswin.com](mailto:support@ibswin.com) or call us at 866-813-0398 and ask for support to get the password and instructions to complete the update.

Here are some of the recent improvements and enhancements that are available to you with the new release:

- 1) **Field Manager Plus** – provides simplified menu system for your project managers and is designed to run on a Notepad or Ipad type device . Field managers can use it to update their schedules, approve payments, and enter and approve service requests.
- 2) **New Report Browser** – the latest release provides a new report browser that allows direct Emailing of reports out of the browser screen. It automatically creates a PDF (or alternate format) of the selected report and allows you to select or enter the email address to send to the report.
- 3) **Walk Thru Checklist** – this is a brand new add-on to the Customer Service Plus module that provides an automated way to create a Walk Thru Checklist. It provides a way to create a standard checklist by room area to make sure nothing critical is missed, allows easy entry of non-standard items and then prints out a Homeowner Walk Thru form for sign off. It automatically updates the service request system for this homeowner for further follow-up and sign-off of the items as they are completed. It is designed to use a Notebook or Ipad type device for mobile entry by your field staff.

Contact us at [support@ibswin.com](mailto:support@ibswin.com) for further information on any of these new functions.

### 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

**IBSOnline** – Cloud based version of IBSWIN

Provides access to IBSWIN or MasterView via the Web from any computer even Apple