



AxisPointe Strengthens Post-Construction Services Suite with BuilderOnCall

Focused on Cost-Avoidance, BuilderOnCall is an Outsourced Call Center Solution for Builders and Developers in the U.S.

SAN FRANCISCO (May 31, 2007) – AxisPointe, Inc., the national leader in warranty management, outsourced call-back management, and subcontractor certification, announced today from PCBC[®], the Premier Building Show, the launch of **BuilderOnCall**, an outsourced call center solution for builders and developers in the U.S. The service will be on display May 30 through June 1, 2007 at PCBC 2007 in booth number 7021.

BuilderOnCall is a convenient service that makes it easy and affordable for residential builders and multi-family developers to outsource their post-construction customer service calls to a full-service call center. With BuilderOnCall, AxisPointe's team of highly trained, U.S.-based customer service professionals handle all incoming service calls, document issues, create and route service tickets, and report progress. BuilderOnCall enables builders and developers to:

- Provide world-class customer service without adding headcount or overhead;
- Eliminate the hassles and distractions of repetitive, unnecessary calls from new homeowners;
- Take advantage of a proven system for logging, managing, and resolving service calls quickly and effectively;
- Improve their reputations and leave a lasting positive impression with customers; and
- Tap into all the advantages of an established call center with trained U.S.-based service professionals, multi-language support, and state-of-the-art processes and systems.

BuilderOnCall is part of AxisPointe's SmartBuilder Suite which also includes **HomeProfile**, a digital, online, and print service that offers builders and developers a turnkey, outsourced solution of all post-construction warranty and document management offerings; and **BuilderCertified**, a service that leverages teams of researchers and Web-based tools to gather and track subcontractors' insurance documentation and monitor expirations.

"PCBC is an ideal place to launch BuilderOnCall, because this Conference has a long history of showcasing the latest and most innovative products and services in the building industry," said Andrew Smith, president and founder of AxisPointe. "BuilderOnCall gives builders and developers all the benefits of a responsive customer care team, without the headaches or high costs of managing customer service in house."

PCBC is one of the country's largest trade shows, ranking in the top 150 according to *Tradeshow Week* magazine's annual survey. This year, more than 30,000 people are expected to attend PCBC 2007, which will feature over 700 exhibitors and more than 230,000 net square feet of exhibit space, a Show record. The Conference has become a "must-attend" event for builders and designers of for-sale and rental multi-family housing.

About AxisPointe

AxisPointe - creator of HomeProfile - offers turnkey, outsourced post-construction services for residential home builders and multi-family housing developers. With special expertise in sectors where builders and developers have the highest legal exposure and greatest risk to their reputations (warranty management, call-back processing, and subcontractor insurance certification), AxisPointe offers three products in its SmartBuilder Suite:

HomeProfile, a digital, online, and print service that offers builders and developers a turnkey, outsourced solution of all post-construction warranty and document management, including service ticketing and delivery of a builder-branded manual.

BuilderCertified, a turnkey, outsourced service that leverages teams of researchers and Web-based tools to track subcontractors' licenses and liability insurance expirations, so the builder/developer can effortlessly pass his or her yearly insurance audits.

BuilderOnCall, an outsourced call center for builders and developers in the U.S., which provides service ticketing and issue escalation.

All three services offer remarkably affordable outsourced, time-saving solutions to a builder and developer's most pesky problems: call backs, document tracking, and post-construction customer management. Learn more: www.AxisPointe.com; (801) 753-0070.

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