



## **AxisPointe Lands \$11.5 Million Total in Funding With Latest \$4 Million Tranche**

*Company Secures Additional Funding Offer Turn-Key, Outsourced Post-Construction Products and Services to the Home Building and Multi-Family Markets*

**SALT LAKE CITY, Utah (May 2, 2007)** – AxisPointe, Inc., the national leader in warranty management, outsourced call-back management, and subcontractor certification, announced today that it has raised another \$4 million in funding. This latest investment brings the total private equity investment in AxisPointe (creators of HomeProfile) to \$11.5 million, a remarkable vote of confidence by investors for a technology company that serves the famously unpredictable home building and multi-family housing markets.

"The success we have achieved, and the funding we have attracted, are directly attributable to the quality of our products," said Andrew Smith, president and founder of AxisPointe. "We offer builders and developers a set of outsourced services that represents substantial cost avoidance, lower liability, and reduce risk to their brands during the fragile post-construction period, when a faulty \$80 ice maker can ruin a \$500,000 referral."

Using Web-based tools and a large U.S.-based call center staff, AxisPointe offers a range of turnkey, outsourced services to manage warranty and other post-construction documentation, including manufacturer use and care manuals; builder call-backs; and subcontractor insurance certification. With these products and services, AxisPointe has achieved dramatic success in customer acquisition, reaching the 25,000 housing-start milestone in 2006, and tracking to exceed ambitious 2007 sales goals. The company's success is all the more remarkable because it has been achieved as the home building industry has suffered its biggest slowdown in decades.

"Private equity firms look for companies that combine exceptional products with dramatic market opportunities, and this recent capital infusion demonstrates that this rare combination can be found in AxisPointe," said Richard Romanski, chairman of AxisPointe. "With at least one million new home starts each year, we believe the market for outsourced, post-construction services is extensive, and that AxisPointe is poised to continue its rapid growth and further its leadership position."

### **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 builder/developers a turn-key, outsourced solution of all post construction warranty and document management services, 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**, a 24/7, out-sourced, call-back 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: [AxisPointe.com](http://AxisPointe.com); 801-753-0070.

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