



## **AxisPointe Assembles Multi-Family Housing Sales Taskforce to Respond to Dramatic Increase in Demand for its Services**

*Demand for Outsourced Warranty Management, Call Centers, Subcontractor Certification, and Punch-list Walk-Throughs Surges among Multi-Family Developers.*

**SALT LAKE CITY (July 17, 2007)** – AxisPointe, Inc., the national leader in warranty management, outsourced call-back management, subcontractor certification and final walk-throughs, announced today that it has assembled a sales taskforce specifically focused on the multi-family sector. The new sales taskforce has been created in response to a surge in demand among multi-family developers for AxisPointe's outsourced warranty management, call-back management, final walk-through/punch-list management, and subcontractor certification services. The multi-family sector taskforce will be headed up by Cameron Stewart, vice president of sales.

"Developers are naturally focused on erecting buildings, and don't need to be bothered fielding requests to explain why a light is blinking on a new smoke detector," says Stewart. "I'm excited about the opportunity to help multi-family developers build their businesses instead of drowning in the details."

Multi-family developers face challenges entirely unique to their housing market. First, a large number of housing units or condos will often close in a very short time, which causes a spike in demand for closing walk-throughs, orientations, closing packets, and warranty management to developers. Second, managing documents (like home owner association regulations) and warranties is a difficult logistical task, especially when units can be highly customized. Third, multi-family housing units or condos are often purchased for investment, and it is essential to maintain continuity of warranty documentation with each resident or occupant.

"Recently, we have seen our business grow exponentially in the multi-family sector," said Andrew Smith, president and founder of AxisPointe. "Multi-family developers naturally excel at building and selling units, yet they are clearly eager to outsource and upgrade post-construction activities, where their referrals are most at risk, to experts like AxisPointe. Today, AxisPointe stands alone in the competitive landscape of post-construction services for the multi-family sector."

For every multi-family ownership scenario, AxisPointe's SmartBuilder Suite can provide the unit owner or developer with **HomeProfile**, a warranty and document management system that offers a unit-specific online account, and printed archive of all its warranties, use-and-care manuals, and documents. The Suite also offers BuilderOnCall, a U.S.-based multi-lingual (English, Spanish, Korean) outsourced call center that fields service calls for builders and provides service ticketing and issue escalation; **BuilderCertified**, a service that leverages teams of researchers and Web-based tools to gather and track subcontractors' insurance documentation and monitor expirations; and **HomeWorx**, an

outsourced service that assumes the developer's final home walk-through and punch-list duties, so customers receive a thorough, consistent orientation from a local, friendly, trained service representative.

### **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**, a 24/7, outsource, 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: [www.AxisPointe.com](http://www.AxisPointe.com); (801) 753-0070.

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