



Defying Down Market, Adoption of AxisPointe Surges Among Las Vegas Multi-Family Unit Developers

Ensuring Consistency in Any Ownership Scenario, AxisPointe Now Handles All Warranty and Document Management for Boca Raton Luxury Condominiums, Panorama Towers, Vantage Lofts, Newport Lofts, and Loft 5

LAS VEGAS (October 2, 2007) – AxisPointe, Inc., the national leader in warranty documentation management, outsourced call-back management, and subcontractor certification, announced today it has seen a significant up-tick in interest in and adoption of its warranty and document management solution in the multi-family market. Marquee multi-family and condo projects in Las Vegas have recently adopted AxisPointe and experienced nearly immediate return on their investment for their developers. These projects include Boca Raton Luxury Condominiums, Panorama Towers, Vantage Lofts, Newport Lofts, and Loft 5. AxisPointe's market-leading post-construction services will be on display October 2-4 in booth 418 at the Multi-family Executive Conference in Las Vegas.

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 by developers. Second, managing documents (like homeowner 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.

"We have seen exponential growth among developers eager to bring consistency and continuity to their warranty and document information, no matter what the ownership scenario, from outright sale, rental, or REIT purchase," said Andrew K. Smith, president and founder of AxisPointe. "Our suite of post-construction services stands alone in the competitive landscape with surging adoption rates nationwide. We exist to help builders and developers improve profitability and mitigate risk while increasing satisfaction and referrals."

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.

This 2007 Multi-family Executive Conference will be held October 2-4 at the Venetian in Las Vegas. The conference focuses on operations with a fresh mix of education, exhibits, and networking opportunities. Attendees will learn how to enhance properties, make smarter deals, and deliver top returns to partners and investors. AxisPointe will be in booth 418.

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 four 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 builders and developers can effortlessly pass their yearly insurance audits.

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

HomeWorx, an outsourced service that assumes the final walk-through and punch list process, so customers receive thorough, consistent orientations from trained service representatives.

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

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