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ERP



Residential

Efficiency. That is the single biggest difference between a profitable builder and one that just squeaks by. When margins are tight, cost control is crucial. That means both direct construction costs and personnel costs. In this market, each team member must be able to handle more jobs, more efficiently, more quickly than ever before. Now more than ever, MARK SYSTEMS' Integrated Homebuilder Management System (IHMS) delivers the efficiency you need, right now.

How? With instantaneous communication between back office, trade partners, and field personnel. MARK SYSTEMS' IHMS helps you eliminate duplication, redundancy, and paper: electronic invoices, electronic bids, electronic contracts, electronic plans, and markups—all available to everyone who needs them, when they're needed, completely and transparently.

With improved workflow on VPO (variance purchase order) requests, management review of approved work orders and purchase orders, and the new Custom Option Estimator, your team's ability to deliver quality product under budget has never been stronger.

A homebuilding company performs dozens of internal functions, all requiring information support. Any software vendor can offer a dedicated program for accounting, scheduling, sales, purchasing, etc. But by combining all of these functions into a single unified system (a system that's designed specifically for homebuilders) you can achieve levels

of operating efficiency you never thought possible. Why is that? Because MARK SYSTEMS' realtime, single database platform eliminates the need for data re-entry, importing/exporting/updating of data; the things that cause mistakes and diminish confidence in your information. Data confidence leads to better, faster decision making.

The data collection process starts with sales. The IHMS Sales Office/Design Center gives your salespeople the tools they need to maximize their effectiveness every day. Beyond selections and sales agreements, IHMS provides prospect and pipeline tracking, with automated follow-up activities, and graphical sales performance reporting. You'll know exactly what sells, and exactly how profitable each item is.

For more than 28 years, we have developed and delivered integrated tech solutions for the homebuilding industry.

IHMS was originally conceived and designed adhering to National Assn. of Home Builders best homebuilding practices, and has been improved constantly based on feedback from our customers. And just what kind of feedback do we get from our customers?

"MARK SYSTEMS' IHMS just makes the most sense for the way a homebuilding organization operates. We have seen a vast improvement in our information management. It has positively impacted every department, and our bottom line," says Burt Grantham, IT (information technology) manager, Read Homes, Solana Beach, Calif.

With a solid residential customer base, MARK SYSTEMS works with builders to understand what is needed to overcome the down economy and educates construction firms on advancements and opportunities in technology. Despite the current housing market conditions, the company updated its offerings to include a software-as-a-service model to meet its clients' changing needs.

—Constructech editors