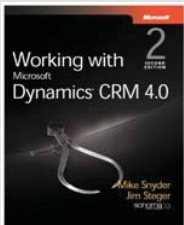




Microsoft Dynamics CRM Experts

We wrote the book ...

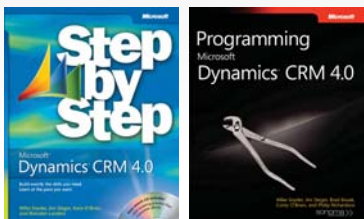
Microsoft Press recruited Sonoma Partners to write the official Microsoft Dynamics CRM book, "Working with Microsoft Dynamics CRM" for both the 3.0 and 4.0 versions.



The book contains insight on customizing forms, configuring security roles, tracking e-mail

and writing reports. It is written for those who implement and administer Microsoft Dynamics CRM.

Microsoft has commissioned two more books to be published in 2008, including "Step by Step - Microsoft Dynamics CRM 4.0." Step by Step is an end-user guide to daily tasks and taking full advantage of Microsoft Dynamics CRM functionality. "Programming Microsoft Dynamics CRM 4.0" will be a guide to working with the Software Developer Kit.



Sonoma Partners is recognized worldwide as the premier Microsoft Dynamics CRM consulting firm. We help enterprise and mid-market companies deploy and implement Microsoft Dynamics CRM, an easy-to-use, flexible and integrated solution that allows companies to increase sales, marketing, and customer service successes.

When choosing a Microsoft Dynamics CRM integration partner, Sonoma Partners is the preferred choice among companies that want a low-risk implementation driven by a team with proven experience. By using our expertise and an accelerated deployment model, we deliver projects that guarantee results.

We differentiate ourselves from other Microsoft partners because:

We are 100% specialized in Microsoft Dynamics CRM software and the Microsoft technology platform. Sonoma Partners is a Microsoft Gold Certified Partner that has worked exclusively with Microsoft Dynamics CRM since the version 1.0 pre-release beta software. We do not spread our resources across other services such as networking infrastructure.

We have successfully implemented more than 100 complex Microsoft Dynamics CRM customizations, and Microsoft has awarded us twice with the Global Microsoft CRM Partner of the Year Award for our proven track record and customer successes.

We are a thought leader for Microsoft CRM. Sonoma Partners has access to and participates in beta testing and evaluation for upcoming releases of Microsoft Dynamics CRM. The Microsoft product development team often solicits our feedback when refining the platform and increasing functionality.

We have specific industry expertise. We have created tailored solutions for many different industries, including:

- » Financial services
- » Professional services
- » Healthcare
- » Real estate
- » Franchised organizations

We use our unique and proprietary project management tools to eliminate confusion, save time and provide our customers with a great experience. Instead of creating lengthy requirement documents that no one reads, our proprietary tools accomplish the same goals in a quick and easy-to-use manner.



Partner

Contact us today to learn more about Sonoma Partners



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(312) 627-0700 phone (312) 627-1305 fax sonomapartners.com Microsoft Dynamics CRM Experts

Created by Sonoma Partners for condo developers, homebuilders, and real estate marketers, CRM Elements for Real Estate is a powerful sales and customer relationship management tool.

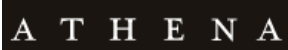
In today's challenging environment, real estate professionals must:

- » Sell more and sell smarter.
- » Get more deals closed faster.
- » Sharpen your marketing edge and competitive position.

A proven solution used by some of the world's largest residential property developers, CRM Elements for Real Estate applies the power and ease of Microsoft Dynamics CRM to the unique, business-critical tasks that real estate professionals perform every day.

And it's built on a best-in-class platform – Microsoft Dynamics CRM – and leverages tools users are already comfortable with, such as Microsoft Outlook, Microsoft Word and Microsoft Excel.

Our CRM Elements for Real Estate clients include Equity Residential, MGM MIRAGE/CityCenter Las Vegas, and Athena Group.



Partner

A CRM solution for Real Estate professionals

By providing real-time pricing and inventory information, CRM Elements for Real Estate lets you optimize prices, maximize profits, and capture potential lost revenues. View your entire inventory from a single page on our dashboard. Adjust prices based on email alerts triggered by sales thresholds. Manage complex pricing models, track multiple buyer opportunities, and manage multiple prices for multiple buyers on a single unit – quickly and easily.

Property and Unit Management

Easily manage each property in your portfolio – from the most basic data to details about floor plans, price history, listing information, and sales status.

Features include:

- » Automated email notifications of key milestones
- » Central repository of information, including marketing brochures, maps and purchase documents
- » Templates for uniform, accurate sales and closing documents
- » Real-time reporting to monitor and analyze sales and marketing efforts



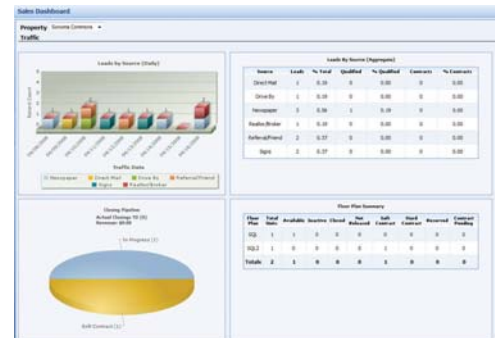
Document Creation and Management

Easily create, customize and manage vital sales and closing documents; including contracts. CRM Elements for Real Estate's unique "document tokens" make it easy to populate each document with information specific to each buyer. Documents are saved to the buyer's record for a complete history of the transaction.

Sales and Inventory Management

Manage your sales process and inventory in a central database for greater productivity, customer service, and profitability. Monitor sales leads from first point-of-contact through closing. Manage each buyer's unit and other selections, financing details, and transaction-related credits and fees. Features include:

- » Executive dashboard
- » Sales alert notifications
- » Lead source tracking and analysis
- » Contract tracking and pricing
- » Automated mortgage, earnest money and fee tracking
- » Buy vs. rent analysis
- » Color-coded stack plan for a quick view of units by sales status



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