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**FOR IMMEDIATE RELEASE**

## **BeHomeWise FUELS NEW COMPANY GROWTH**

### **Home Builder Demand for Prospect Management Company's Software Calls for Experienced and Dynamic Management Team**

**McLEAN, VA -- June 13, 2011** – BeHomeWise, an innovative prospect management and data analysis service for homebuilders, has recently appointed a trio of dynamic and experienced professionals to its management team. Together, the new officers bring more than sixty years of experience in management, business development, strategic planning, fundraising, research, sales, and marketing to the rapidly expanding company.

"In less than four years, we have grown from a regional, to a national and now international company. The response to our existing and new product lines has been more than what we could have hoped for and our customer base, product line, and roster of strategic partners have all grown accordingly," said Robb Cohen, founder and CEO of BeHomeWise. "Our momentum and expansion called for exceptional, seasoned professionals to oversee key areas, and that is exactly what we have been fortunate enough to find."

BeHomeWise has found the talent they need to fuel their growth in the following new officers:

- **Howard Diener, Senior Vice President;** a highly successful business professional with more than 35 years of experience in general management, operations, sales and marketing. Throughout the course of his career, Mr. Diener has held several executive and management positions in the pharmaceutical, health, and beauty industries, and has a long record of advising emerging companies and those in transition. As the founder, President and Chief Operating Officer of HealthQuick.com (an online retailer of health and beauty products), he helped build a base of more than 200,000 customers, raised more than \$20 million of initial and second-round financing, and developed plans for an IPO and S-1 filing.

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As BeHomeWise's Senior Vice President, he will advise the company on matters of general business and growth strategy, operations, sales, marketing, advertising, distribution, manufacturing and information technology. Mr. Diener holds a bachelor's degree in accounting from the University of Baltimore.

- **Kirsten Brecht, Vice President of Sales and Marketing;** a business and marketing professional who has served as both a consultant and senior executive with ventures from "start-up" to Fortune 50 status. Ms. Brecht has more than ten years of experience delivering solutions to clients in a wide range of industries. Previously, she served as a senior strategic consultant for Monitor Company (now The Monitor Group), where she was responsible for project-based solutions for Fortune 250 companies in corporate growth and operations strategy, with a focused expertise in marketing strategy. Ms. Brecht has also served as the founding Vice President of Sales and Marketing for two early-stage technology companies, where she created corporate identity, developed marketing and business development strategy, orchestrated a company launch, and ran marketing communications, advertising and public relations campaigns. Prior to joining BeHomeWise, she was a Managing Partner of Constellar Group, a consortium of business consulting and industry experts and chief executive officer of Accent Partners, a boutique business consulting firm. Ms. Brecht holds an MBA in entrepreneurial management and marketing from the University of Pennsylvania's Wharton School, and a bachelor's degree in political science and Russian from the University of Pennsylvania.
- **Joseph Yaffe, Vice President of Business Development;** a business and financial strategy professional with more than fifteen years of experience in the development and financing of emerging businesses. Mr. Yaffe has served as a consultant to many early-stage and growth companies, and has founded, grown and managed five of his own companies, including a special events service, an information products developer, an Internet services firm, and two consulting businesses.

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He also served as vice president of Siegel Management Company, a Philadelphia-based strategic consulting and investment-banking firm. Prior to joining BeHomeWise, Mr. Yaffe was also a Managing Partner of Constellar Group and President of Accent Partners. He brings considerable expertise in the software, high-tech, telecom, travel, tourism and special events industries to his position. Mr. Yaffe holds an MBA in entrepreneurial management from the University of Pennsylvania's Wharton School and a bachelor's degree in finance and marketing from the University of Maryland.

In the past 12 months, BeHomeWise has received overwhelmingly positive feedback from its market, accelerating the company to new levels of growth and operation. BeHomeWise has established a number of strategic partnerships, including those with premier market Internet portals such as AmericanHomeGuides.com in the United States and SmartNewHomes.com in the United Kingdom. Expanding into global markets, the company has also established a partnership with Zybertech Construction Software Services, Ltd., a Timberline-certified solutions provider based in Canada.

"We are confident that Howard, Joseph, and Kirsten will give us the experience, creativity, and intelligence we need to enhance our standing as a truly global company," concluded Cohen.

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### About BeHomeWise

BeHomeWise is quickly emerging as the nation's leading provider of sales process automation and sales lead tracking solutions for home builders. Founded and developed by new home sales process expert Robb Cohen, BeHomeWise offers Web-deployed prospect management solutions for converting prospective new home buyers into sales. The BeHomeWise software system, E-Leads™, integrates leads from all of a builder's various marketing channels (including walk-ins, search engines, portals, Web traffic and realtor referrals) and automatically prioritizes these based on who is most likely to buy. Today, BeHomeWise is used by dozens of the nation's largest homebuilders, including Shea Homes and D.R. Horton, many of whom have gained their competitive advantage by being "early adopters" of cutting-edge, process-driven sales automation technology like that offered by BeHomeWise. Learn more about BeHomeWise by visiting [www.BeHomeWise.com](http://www.BeHomeWise.com), or call 866-246-6399 (866-BHOMEWZ).