

### **AxisPointe Creates Green Solution to Eliminate Paperwork and Wasted Effort in New Construction**

*AxisPointe™ Releases TradeAlert™ Email Notification System, a Paperless Electronic Tool to Instantly Share Information During Construction and Eliminate Mistakes and Re-Work. Founded on AxisPointe's InSite Mobile™ Smart Phone Technology, Users Can Identify Defective Work or Potential Hazards and Track Corrective Actions in Seconds.*

San Diego, CA (PRWEB) June 06, 2013 -- [AxisPointe](#) announced today it has developed its new TradeAlert™ system to eliminate the piles of paper, punch lists and checklists common on every job site, as the company demonstrated its newest software release at the [Pacific Coast Builders Conference](#) in San Diego today.

AxisPointe helps builders eliminate the paperwork drudgery by replacing commonly used checklists with electronic “checkpoints” and the time-consuming phone calls to subcontractors with its specially enhanced email alert and response system, built into its InSite Mobile™ iPhone application.

“The TradeAlert™ system we are demonstrating today is elegantly simple, yet very powerful,” announced Fred Chaney, AxisPointe’s Director of Operations who also serves as a test engineer for the company. “I can easily say that our system will free up at least one hour per day for a busy superintendent and it will create a valuable electronic paper trail to hold everyone accountable.”

Chaney is excited about the latest release of InSite Mobile, which also includes new builder templates for Job Safety, [ADA](#) (accessibility), and Storm Water Pollution compliance. “I am seeing builders’ faces light up as they realize how much time and money it is going to save them. Builders are telling me they have to accomplish so much more with less skilled labor, so this is going to be a great new feature for them.”

The system works in concert with AxisPointe’s InSite Mobile™ iPhone app, which utilizes simple instructions—or checkpoints—to guide users in the field and help achieve the desired quality and safety results in a positive manner. If a non-compliant problem is detected, users click an action button to refer the checkpoint to the trade contractor responsible, and the issue is tracked until correction is verified.

After receiving the email and making the needed corrections, the user can attach photos verifying compliance and clicks an embedded link which returns the data to AxisPointe's servers. Field users see the compliance verification instantly, and can quickly approve the task without construction delays.

AxisPointe field users can include the builder's employees, a third-party QA consultant or engineer, or any trade contractor utilizing the checkpoint system. A "Refer" button allows anyone in the field to promote a question to AxisPointe's QA experts, where they can respond via the same alert system to offer encouragement or other suggestions. AxisPointe CEO Stan Luhr said, "It's like having your QA expert on the job all the time, without the cost of having to pay for them being there."

Luhr said the system encourages greater participation, since there is no per-user fee and no expensive computer hardware to buy as required in other systems. Anyone with a smart phone who can receive an email can verify compliance with any issue, Luhr said.

Luhr added that many insurance providers are encouraging builders to engage in an active, builder-centric quality management system, where employees who are on the job every day can capture much more information than a third-party inspector who may visit a job site once a month. "We provide the QA oversight, but the builder is following their QA program throughout each day. The amount of good information gathered is huge compared to what a third-party inspector can achieve, at less cost and without the hassles of another person on the job."

Luhr believes that insurers will continue to push builders toward an internal [QA/QC culture](#), if builders can demonstrate reliability of the information and quick closure of needed corrections, verified through AxisPointe field and data audits.

"Insurance is a risk transfer tool that builders use. We are helping them with risk elimination, and it is encouraging to see insurers respond by offering lower premiums to our best builders," Luhr said.

## About AxisPointe

Since 2002 AxisPointe has provided home builders and contractors with technology solutions to eliminate construction risk and improve efficiency. AxisPointe's HomeProfile® document management solution has been employed on thousands of homes by leading builders. Builder support services include risk management services, quality assurance and job schedule management, project quality assurance and control systems, project document storage and archiving, customer service management, insurance certificate management, and post-warranty claims support. AxisPointe's customer web portal allows homeowners to watch their home being built in real time, and directs instant communication and builder document sharing. AxisPointe's services are completely hosted, eliminating I.T. overhead and operate on multiple cloud-based service networks and company-owned servers.

For more information visit <http://www.AxisPointe.com>