AxisPointe CEO Stan Luhr Acquires Controlling Interest in Parent Company AXP Holdings

Acquisition of ACP Holdings Paves the Way for International Market Expansion of AxisPointe's Innovative Risk Management Platform

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AxisPointe's CEO Stan Luhr, a noted national forensic figure and founder of quality assurance programs now common in new construction across the USA, has acquired the majority interests of AxisPointe's Utah-based international holding company AXP Holdings LLC. Terms and purchase price were not released.

AxisPointe was founded in 2002 by an investor pool with substantial funding from Blum Capital to create an innovative software solution focusing on the home building industry. More than $28 million was invested in the company over several years to build a subscription-based SAAS solution for document management, customer service and franchise support for post-construction warranty.

The company developed the industry's first product and materials database, amassing over 300,000 records that builders simply click to link to their respective projects. The interactive system uses templates to link manufacturer's use and care documents, which are shared with homeowners electronically. Using the HomeProfile(R) module, selected documents such as welcome letters, performance standards and photos of the new home are professionally printed into bound books and homeowner guides using AxisPointe's integrated professional printing interface, an industry exclusive.

In 2011, Luhr acquired the majority assets of AXP Holdings which included an exclusive license to expand the software platform in the USA and develop new quality assurance technologies for the new construction market. This acquisition effectively gives Luhr majority control over all aspects of AxisPointe's software platform, including international licensing, divestment and expansion into markets other than new construction.

Luhr has been involved in the construction industry for 38 years, and gained national notoriety when his first quality assurance programs were endorsed by the country's largest insurance providers in the late 1990's. By 2007 his quality assurance services expanded into 33 states with 430,000 homes and condos enrolled by 2010.

Luhr was issued three U.S. patents on his quality assurance technologies, and greatly expanded quality assurance in the burgeoning construction industry where quality was waning and builders were plagued with skyrocketing insurance costs. By 2010 Luhr's onsite programs, which included field training, site inspections and photo documentation, documented risk savings estimated to exceed $9 billion.

Upon his acquisition of AxisPointe in 2011, Luhr's team has released the industry's first smart phone QA field tool, where builders answer specific quality checkpoints tailored to their project, and fully document the good construction and activities throughout the day. Photos are instantly available and can be tagged to share with homeowners who can see their home being built in real time, without having to travel to the site.

AxisPointe has developed over 5,000 quality, safety, pollution and business process checkpoints which are customized to every builder based on their unique climate, construction type, and other factors. Builders can also create their own "best practices" checkpoints and remotely manage field operations, quality and safety.

"This acquisition of AXP Holdings will allow InSite to have complete control over the AxisPointe software outside the USA, and will pave the way for future expansion into other opportunities outside of the new construction industry," Luhr said. He added that AxisPointe is developing several new features to leverage the reach of InSite Mobile data, including two-way sharing with product manufacturers, building departments and building inspectors.

According to Mark Anthony, AxisPointe's VP of Sales, the company plans to broaden its overseas footprint in 2015, particularly in Australia and Europe. Anthony stated, "We see many opportunities for our services to help builders outside the U.S., so we are excited about the news."

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.