

# AxisPointe® Official Press Release

## AxisPointe Teams with StrucSure to Help Builders Employ Comprehensive Quality and Risk Management Tools

*CEO Stan Luhr of AxisPointe has teamed up with StrucSure, America's premier construction risk and warranty provider, to share tips and insights at the PCBC Builder Conference June 27-28 in San Francisco. Stop by Exhibit N-5739 each afternoon for a free beer and lively discussions on builder risk. Luhr will be demonstrating his newest mobile QA technology for builders interested in managing their own QA/QC programs, and will discuss emerging trends and strategies to save money through risk elimination.*



San Diego, CA – Quality Assurance practices eliminate defects before they are built into the home, and structural warranties provide protection for those conditions that may not be discovered early. Building expert and Quality guru Stan Luhr of AxisPointe believes that builders who use sound QA practices coupled with a solid structural warranty offers the greatest consumer protection in today's litigious world.



Luhr, who pioneered the builder quality movement in the mid-90's will be demonstrating his new mobile phone application that he says will empower builders to manage their own QA/QC program, saving money over conventional third-party vendors.

Demonstrations will occur in the Exhibit Hall at the PCBC Builders Show June 27-28 in San Francisco, where thousands of home building professionals are expected to tour over 200 exhibits and attend educational events.

StrucSure Home Warranty has protected over 100,000 homes with FHA- and HUD- approved structural warranties since 1985, which provides builders with a transferrable insurance-backed warranty for 10 years. StrucSure's streamlined enrollment process makes purchasing structural warranties an easy task.

By combining construction risk management services from AxisPointe with StrucSure's post-construction insurance-backed protection, StrucSure's Diana Hamblin believes it is a combination that will save builders money. "I am so proud of my builders who want to provide the best for their clients, and am thrilled that we can help them with additional tools to succeed."

The new InSite Mobile™ iPhone app being demonstrated includes a task oriented project schedule linked directly to thousands of best practices "checkpoints", which help field

users eliminate problems before they are covered up. As tasks are opened, checkpoints are answered by the project builder, and the results are transmitted in real time to AxisPointe's web-based servers.

AxisPointe leverages the power of the new iOS operating environment to deliver forensic-quality photos that are synchronized to GPS time and location stamping. Managers gain insight of all building operations using any computer, and the program can alert any number of stakeholders when schedules lag or if a required checkpoint is not answered.

Hamblin believes that builders who incorporate a measurable quality assurance program into their culture can have significant return on their investment which helps reduce warranty costs. "We are looking to partner with builders who are proud of their work, and want to constantly improve," Hamblin said. "We see opportunities where our claims data will help improve building processes, so builders can eliminate the more common problems before they are built into the home."

The AxisPointe web services tools include the HomeProfile™ document management system, where specific products such as appliances and green building products are linked to each home, using customized templates and an extensive 300,000-item database. Homeowners can access all home information, including photos taken during construction and important builder documents, via the internet. Original builder documents and photos are linked to the HomeProfile for the life of the home, and are available to subsequent homeowners via an access code.

### **About StrucSure Home Warranty, LLC**

For more than a decade, StrucSure Home Warranty has provided builders with products and services that deliver peace of mind. In addition to its 10-year residential structural home warranty, StrucSure offers a competitive portfolio of other risk management products that protect the bottom line of builders across the U.S. For more information about StrucSure Home Warranty, call 1.877.806.8777 or visit [www.strucsure.com](http://www.strucsure.com)

### **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 operates on multiple cloud-based service networks and company-owned servers.

For more information visit <http://www.AxisPointe.com> or call 866-859-3125.