

AxisPointe Wins 2015 POP Innovation Award

InSite Mobile™ Field App Helps Builders Eliminate Mistakes, Reduce Waste, and Improve the Quality and Efficiency of New Homes

San Diego, CA—The 2015 PCBC Builder's Show has announced the winners of its coveted Parade of Products (POP) awards, a showcase of innovative and industry-leading products. AxisPointe's InSite Mobile™ smart phone application was selected by a panel of independent industry judges among thousands of products and services for home builders.

InSite Mobile helps builders gain visibility on any jobsite and helps improve operations using innovative “checkpoints”, or process metrics that were invented by AxisPointe's CEO Stan Luhr.

Luhr, a builder and forensic consultant who has investigated thousands of construction defect claims, said this award represents the cutting edge of leveraging today's technology with lessons learned from hundreds of thousands of homes built within the past two decades.

“We all know that construction is often chaotic and places huge demands on the builder's superintendent or project manager,” Luhr said. “The InSite Mobile tool helps control that chaos. I am so proud of my team, who have worked tirelessly, and appreciative of the great response from my builder clients.”

Luhr added that builders in the past were reluctant to embrace computers in the field. “Ten years ago, we had no smart phones, and ruggedized field computers cost \$4,000. Now you can get an iPhone for under \$50 and be using our system in less than five minutes,” Luhr said.

InSite Mobile allows users to track construction using the same task-based processes builders already use. As a task is selected, checkpoint statements are presented and answered to verify that the quality intent has been met. Up to 20 digital photos can be

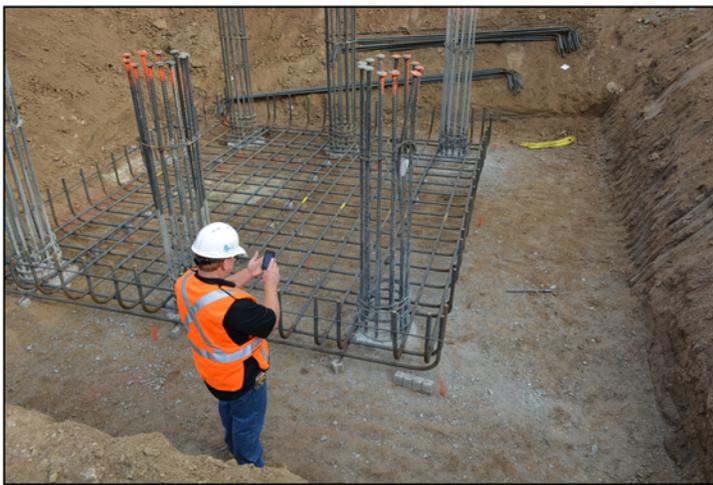


Representing the best in innovation and new product solutions, eighteen POP @ PCBC award winners were chosen by a panel of industry experts based on their innovation, practical application and design.

quickly captured, all digitally linked to the checkpoint and instantly transferred to the cloud-based system for others to monitor.

If an anomaly is discovered not meeting the checkpoint, it is tagged to the trade contractor responsible for the defect, who then receives an automated email which includes the task, checkpoint standard not met, and digital photos showing exactly what the superintendent is describing. Once corrected, the trade contractor returns the email along with attached photos, which update the AxisPointe system.

“Project managers tell me they are saving 4-6 hours per week in paperwork and tracking down trade contractors,” Luhr said, adding that by including photos of the problem a trade also saves time and knows exactly what work did not meet the builder’s standards.



An AxisPointe employee inspects rebar footing, at the Metropolis job site in downtown Los Angeles, using an iPhone 4S with InSite Mobile

Although builders of all sizes can see immediate results, Luhr said that large commercial builders and developers are seeing the value of the AxisPointe system. AxisPointe was selected to provide quality assurance services and is using the InSite Mobile app to monitor quality at the Metropolis condo project, a massive condo project in downtown Los Angeles which includes four high-rise towers, retail space and parking structures.

Despite winning the POP award, Luhr says the company has many more features to release and is excited about what is in store for the PCBC show this year, to be held in San Diego June 24th through 25th. The company is planning it’s release of a bar code reader which will link product and appliance information to each home, and help verify specified products are being installed per the contract documents.

AxisPointe has more innovations and features in store for this year’s PCBC Show, the largest homebuilder conference on the west coast, which will be on display at AxisPointe booth 216. Builders wanting to take advantage of meeting with AxisPointe are encouraged to contact the company at 866-859-3125 to book their appointment.

2015 POP Judges

Denise Dersin, [*Professional Builder*](#) Magazine, Editorial Director

Jeff Allgood, [*Taylor Morrison*](#), Corporate Director of Strategic Sourcing

Nea Maloo, [*Showcase Architects*](#), Architect

Nigel F. Maynard, Writer, Blogger, Product Guru

Richard Zimmerman, ecoMetric, llc, USGBC-LEED for Homes Provider

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. Contractor and 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, work order ticket assignment, insurance certificate management, and post-warranty claims support. AxisPointe's InSite Mobile® iPhone app empowers builders to eliminate defects and document the construction quality to avoid claims. AxisPointe SRS services are completely hosted, eliminating storage and backup overhead for builders of all sizes.