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## **Enterprise Software Systems and Brand Iron Announce Formal Business Partnership**

**Brand Iron to integrate personalized branding identity support to customers  
using ESS' Commercial Real Estate Management Software**

**DENVER (May, 2010)** – Enterprise Software Systems (ESS), a software solutions company focused on commercial real estate, and Brand Iron, a Denver-based branding and marketing firm, have announced a business partnership in which Brand Iron will provide integrated branded support and services to ESS customers.

ESS's flagship product, CRE Sync, is a back-end software and website application product designed to standardize commercial real estate data including inventory, documents and notes, instantly publishing online reports for landlords and investors. CRE Sync is the first CRE Decision Support System built around the four commercial real estate silos: properties, tenants, contacts, tasks.

"The critical role that Brand Iron plays in this partnership is on the front end," said David Boemecke, ESS Owner and CEO, "CRE Sync is completely customizable to fit and address the particular needs of any commercial real estate business. Brand Iron will help these firms integrate their existing brand identify seamlessly into the website application."

Brand Iron will drive the process of ensuring that each real estate company's brand and message is communicated through all the marketing features that CRE Sync provides. All activities and communications surrounding property management and retail brokerage are tracked, managed and documented, providing a seamless information trail.

"Not only can Brand Iron implement a company's current brand on all CRE Sync marketing functions," said Michael Doyle, Brand Iron CEO, "we are experts at helping companies develop a unique position in the marketplace – differentiating themselves in a crowded and competitive environment. Real estate companies will benefit greatly from a well branded, custom, back-end technology platform that is designed to help them be more efficient with communication and marketing."

"CRE Sync is the most effective way for prospects, property owners, property managers and brokers to communicate and manage information," David Boemecke said. "Whether you are starting a new property management/brokerage company or you have been in business for years, CRE Sync is designed to be a collaborative tool that ensures accountability, efficiency and productivity in all areas of commercial real estate management."

### **About ESS**

Enterprise Software Systems focuses on delivering solutions geared to unique business needs. Headquartered in Denver, ESS designs application integration strategies that combine organizational, business, applications, data and technology architectures in ways to match specific business needs. Knowing that no single strategy is right

for all companies, ESS works to understand business infrastructure and processes to create a comprehensive solution. By providing added value and increased flexibility, ESS focuses on understanding specific business goals to ensure the enterprise integration strategy has a direct connection to a company's goals. For more information, go to [www.esssoftware.com](http://www.esssoftware.com).

#### **About Brand Iron**

Brand Iron is a leading branding and marketing firm in the Rocky Mountain region. Applying its seven-step proprietary system to "Forge Brands and Drive Revenue," Brand Iron helps companies build business and improve bottom line results. Brand Iron strengthens marketplace position by analyzing and improving the sales, marketing and operations process using a holistic approach. The company's various service offerings include strategic planning, graphic design, public relations, advertising and direct marketing. Brand Iron was a finalist for the Denver Metro Chamber's small business of the year award in 2010. Additional information can be found at [www.brandiron.net](http://www.brandiron.net).

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