

The Future Face of the American Homebuilder

Erik Cofield, Vice President with BuildTopia will speak about on things that will influence American homebuilders in the future.

April 28, 2009 - [PRLog](#) -- Blue Tangerine Solutions is hosting a new "Ask the Experts" Webinar on May 5, 2009 at 1 p.m. Eastern Time/12 noon Central. The event is intended for homebuilders and participation is free.

The interview will be with Erik Cofield, Vice President with BuildTopia, an international construction management software company. In 2008 Erik was the Houston Sales and Marketing Council's Associate of the Year.

"Today you have to market with bold, effective creativity, and if you do it right, it does NOT always have to be about big budgets", says Erik Cofield and he adds "what you sell, how you sell it, where you work, how you get leads, what and where you build, what products you use, even what currency you accept, are all changing!"

In this high energy, fast paced Webinar Erik Cofield will advise homebuilders how to position their company for profit and outmaneuvering their competition.

Erik Cofield, CGA, has leveraged technology and provided business management consulting for all sizes and types of builders, developers and remodelers since 2000, including volume, multi-family and custom, to help them improve their business. He can be reached via ecofield@buildtopia.com.

About Blue Tangerine Solutions

Blue Tangerine Solutions has been developing effective business Web sites since the company was first founded as iAW, Inc. in 1995 and through our years as eCalton.com. As the leading Web tool builder, they are based in Melbourne, Florida and service businesses across North America. We specialize in servicing clients in the homebuilding and real estate industries as well as law firms, government agencies and eCommerce online stores. We also offer computer and network office support to Florida's Treasure Coast area.

For more information on Blue Tangerine Solutions, contact Marie O'Brien, Vice President of Sales and Marketing, at 321-309-6900 x 305 or via email to marie.obrien@bluetangerinesolutions.com or visit us online at www.BlueTangerineSolutions.com.

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Blue Tangerine Solutions, Inc. is specializing in Internet Business Development and Small Business Office Networking.

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