

## French Brothers Win 2014 National Housing Quality Bronze Award

Written by Australian Business

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MOUNT HOLLY, NJ, October 04, 2013 **/24-7PressRelease/** -- Mark Systems would like to formally congratulate French Brothers of Alamogordo, New Mexico, the 2014 National Housing Quality Bronze Award winners!

Winning the NHQ Bronze brings French Brothers closer to their ultimate goal of becoming a mid-sized production builder with an emphasis on total quality management and customer satisfaction. With an expected 85 closings to wrap up 2013, Tom French sees the value in reviewing processes and making changes that matter.

"Trying to become a high quality company is much different, and more difficult, than simply building high quality homes," says French. "We've had to take a very critical look at how we do everything. And sometimes that's painful. When we come up short we have to take a deep breath and figure out how to get better. It's really that simple."

A long time customer of Mark Systems, French Brothers has successfully implemented seamless communication to superintendents, vendors, and customers through the use of the Integrated Homebuilder Management System (IHMS). Using IHMS Internet ToolKit on iPads, French Brothers construction managers and superintendents can communicate with ease on site or remotely; viewing every detail for every home.

"Incorporating technology into our business is a key component to our growth in quality. To use technology effectively requires that we have, or put into place, good processes." French adds, "If you don't you would simply be automating poor performance. It's hard work, but as you progress the relationship between process and technology becomes obvious."

In true entrepreneurial spirit, French Brothers have set their eye on Gold, "It may take us a few years," says French, "but we're going to work hard and see if we can earn it because we're convinced that the journey will improve our business." That it will, Tom. Let's get to work.

Mark Systems' Integrated Homebuilder Management System (IHMS) is the industry's ONLY single-database home builder software suite.

No other home builder software gives you the power, flexibility, ease of use, and return on investment like IHMS. The premier residential construction accounting software on the market

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today, IHMS combines a proven track record of performance with cutting edge technology to give you the financial control today's tough business climate demands.

Offering support for every home building activity, IHMS delivers full back office and field operations functions directly to the desktop of every person in the building process.

Mark Systems' single database architecture means that residential construction information is delivered instantly and transparently to every team member. Purchasing, scheduling, field operations, trade partners, sales office, and design center personnel all effortlessly share critical information.

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