



HomeSphere, Inc.
14142 Denver West Parkway
Suite 255
Lakewood, CO 80401

FOR IMMEDIATE RELEASE

CONTACT: Tracy Aiello, Aiello Consulting, 720-989-3530 or tracy@centerreachcommunication.com

HOMESPHERE[®] ADDS CLIMATEMASTER[®] TO BRI[®] PROGRAM
Partnership to expand sales in the residential construction industry

(Lakewood, Colo. – January 12, 2012) [ClimateMaster](#) and Lakewood-based [HomeSphere, Inc.](#) announced today they have entered into a joint agreement to offer ClimateMaster Geothermal Heat Pump Systems to HomeSphere's network of builders using HomeSphere's technology-driven solutions.

ClimateMaster joins more than 75 manufacturing brands currently using HomeSphere's BRI lead generation and marketing program to produce [new builder leads](#) and strengthen existing business, thus growing their market share through increased homebuilder sales.

"BRI gives ClimateMaster a unique opportunity to reach a much larger builder base," said John Bailey Jr., ClimateMaster Senior Vice President of Sales and Marketing. "This partnership provides us with added sales tools and contacts to supplement our sales efforts in the new residential construction market."

BRI is a unique [builder rebate management](#) and building product [manufacturer lead generation](#) application serving the residential construction industry. Manufacturers use the BRI service to open sales channels with thousands of homebuilders and remodeling contractors, gaining inroads to new accounts and building recognition for their products and services. Builders, on the other hand, gain product knowledge and manage their cash-producing rebates, helping them to improve their bottom line.

ClimateMaster is the world's largest and most progressive manufacturer of geothermal heat pumps. ClimateMaster is committed to innovative and environmentally clean, economically sound and superbly comfortable home and business environments. Each ClimateMaster product is produced in a state-of-the-art facility utilizing quality management systems that are ISO 9001:2000 certified.

"ClimateMaster provides BRI homebuilders with both an innovative product and a commitment to customer service," said Chris Toth, Vice President of Sales for HomeSphere. "This partnership will allow ClimateMaster to expand and strengthen their relationship with the residential homebuilding industry."

ClimateMaster is exhibiting at booth #W815 at the NAHB International Builders' Show[®] February 8 - 11, 2012.

###

About HomeSphere

Colorado-based HomeSphere connects the residential construction community to enhance the way they do business through technology-driven solutions. For more than a decade, HomeSphere has delivered innovative solutions to create a truly unique company tailored for the pace and complexity of the homebuilding and remodeling industry. With the loyalty of building product manufacturers, distributors, contractors, builders and homeowners, HomeSphere is the only company of its kind to offer user-friendly, intuitive and streamlined solutions to empower market collaboration. For more information, visit www.homesphere.com or call 1-800-274-2632.

About ClimateMaster

ClimateMaster is the world's largest and most progressive leader in the geothermal industry. They provide a complete line of heating and cooling systems that can lower utility bills, improve indoor air quality, reduce environmental impact and provide comfort for years to come. These versatile systems can be used anywhere from new custom homes to retrofit projects. ClimateMaster's products are engineered for long equipment life and are sound tested to ensure that they are the quietest units on the market today.