

The Bentley Group Selects Real Estate Advantage™ The Commercial Real Estate Solution for Microsoft CRM™

The Bentley Group Real Estate Advisors, a premier Las Vegas-based commercial real estate brokerage firm, and Ascendix Technologies, the publishers of Real Estate Advantage™, announced today that The Bentley Group has selected Real Estate Advantage™ as its new industry-tailored CRM platform.

Dallas, Texas (PRWEB) July 24, 2008 -- [The Bentley Group Real Estate Advisors](#), a premier Las Vegas-based commercial real estate brokerage firm, and [Ascendix Technologies](#), the publishers of Real Estate Advantage™, announced today that The Bentley Group has selected Real Estate Advantage™ as its new industry-tailored CRM platform.

The Bentley Group once again raised the bar on client services by announcing its partnership with Ascendix to build the multi-family functionality within Real Estate Advantage. The system is designed to enable brokers to offer a higher level of service to their clients by better managing contacts, tasks and property data. The Bentley Group's dedication and commitment to providing this level of service resulted in pioneering this one-of-a-kind system.

"With today's investor demands and level of sophistication, it was imperative that we as a company provide real-time and efficient solutions. Relationship management is key in this industry; this system will enable us to better focus on the unique needs of our clients," said Christopher Bentley, president of The Bentley Group. "Since the application is built to resemble tools we already use, such as Microsoft Outlook, and offers tremendous integration capabilities, it was an easy decision to move ahead with the implementation. Throughout our very thorough search process, we were committed to finding the best product available - one that could provide that next level of functionality. "

"From our very first conversation with Christopher Bentley and his team, it was clear they understood how to use technology," said Todd Terry, managing partner of Ascendix. "The standard of excellence in service for their clients is already part of their long held processes, methods and DNA. This system is just the tool to support them as they endeavor to elevate and differentiate their level of service even further. Many companies try to put the cart before the horse and expect technology alone to improve the client experience. It was refreshing to work with a team who already had the vision and the practice of providing superior service, and we just focused on how to systematize it. Bentley clearly understands what CRM means for themselves and their customers."

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About The Bentley Group

The Bentley Group Real Estate Advisors is a leading and expanding commercial real estate brokerage firm located in the burgeoning Las Vegas Valley. The company has a proven track record and offers market specialists in every field of investment real estate, including multi-family, hospitality, retail, office, industrial and land brokerage. Built on the philosophy of creating and maintaining excellent client relationships, The Bentley Group's advisors consistently demonstrate unsurpassed expertise and exceptional service to commercial real estate investors. For more information, please visit www.thebentleygroup.com

About Ascendix Real Estate Advantage™ - Developed on the award-winning [Microsoft Dynamics CRM 4.0 platform](#), this solution allows real estate companies to benefit from a truly enterprise-capable, flexible and customizable business platform without having to spend a great deal of up-front time and money designing it for their industry. The solution leverages the tools organizations already use, including Microsoft Outlook, Excel, Word, Virtual Earth and SharePoint, improving the intuitiveness and adoption rates often plaguing CRM implementations or point applications. For more information about Ascendix industry solutions and MSCRM add-on products, please visit www.advantageworks.com. To attend an upcoming event featuring Real Estate Advantage™, please visit www.ascendix.com.

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