

Mark Systems Selects Director of Sales for Proactive Growth

Plans to double the footprint of the current sales organization and position the company for growth.

MT HOLLY, NJ, UNITED STATES, November 22, 2016 /EINPresswire.com/ -- Mark Systems, a leading provider of simple, visual, social, and mobile applications for home builders and developers, announced today the addition of Jeff Mink as Director of Sales.

Mink has over 20 years of experience running sales teams and sales operations within the manufacturing sector, his focus bringing a consultative approach to technology driven hardware and software solutions. Prior experience also includes selling a SAAS HRIS platform to mid-market companies of 50-300 employees throughout the Mid Atlantic.

"I am excited about the opportunity to join a fast paced, high growth organization like Mark Systems and am confident I will bring new ideas and concepts to further contribute to this success.

"Our focus must be to effectively share the value we bring, on a daily basis, to our loyal customer base with those builders who share a similar need in their business. Our satisfied customers are our #1 sales asset," says Mink.

Mink plans to double the footprint of the current sales organization at Mark Systems to position the company for proactive as opposed to reactive growth. He will expand on the current structure, strategy, and implement a sales development plan to maximize sales effort.

About Mark Systems





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*Jeff Mink, Director of Sales,
Mark Systems*

Serving home builders for over 35 years, Mark Systems is a leading provider of simple, visual, social, and mobile applications for home builders and developers.

[IHMS](#) (Integrated Homebuilder Management System) is the industry's only single-database, enterprise-wide 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 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. IHMS' 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.

Through the use of interactive maps, Mark Systems' [LotVue](#) apps, LotInsight and LotBuzz, allow developers and builders to easily visualize lot inventory, construction progress, sales status, budget and schedule variances, architectural and other vital information.

LotVue provides builders and developers with a simple, visual, social, and mobile platform designed to deliver critical information to buyers and stakeholders, securely. With LotVue, users can view valuable builder information using engaging, interactive project maps. Built with simplicity in mind, LotVue leverages data from a variety of sources to display lot-specific information.

View individual lots and homes, or refine your search using filters. LotVue enhances the buyer experience by giving your customers what they want - resulting in increased conversion rates that lead to greater overall value. LotVue maximizes organizational performance and productivity, and improves communication, granting stakeholders unparalleled, real-time access to builder information, no matter where they might be.

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