

SMA Consulting Brings its Renowned Analysis to Benchmark Builders' Performance; Will Present Findings at BENCHMARK Conference This Fall

ORLANDO, Fla. -- Builders Attending The BENCHMARK Conference Learn from SMA's Industry Experts with Direct Comparisons of Builder's Financial Performance Using Live Data

SMA Consulting today announced that it has been chosen by Reed Business Information's Builder Group to perform "benchmark" financial analysis on many of the nation's leading builders. The results of their analysis will be presented at the BENCHMARK Conference September 18-20, in Chicago.

SMA Consulting is regarded as the nation's leading financial and operational management "best-practices" consulting firm. Staffed by widely-published and often-cited experts with decades of experience, SMA Consulting has over eighty (80) home builder clients, many of which are the nation's leading and most successful building companies. SMA Consulting was engaged to perform the financial analysis for the BENCHMARK Conference by the editorial leadership of Professional Builder magazine. BENCHMARK and Professional Builder have invited leading builders from around the nation to submit their financial and operational data to the expert scrutiny of SMA Consulting's highly skilled team. When SMA Consulting presents its results, builders will have an "apples-to-apples" method of benchmarking their performance against other similar companies, including comparisons of expenditures, bottom line, and overall performance.

By providing the tools to increase margins and raise customer satisfaction, the BENCHMARK Conference is the premier residential home building industry's event for creating better-performing, sustainable businesses. This Conference attracts the top innovators in residential home building, including production builders, custom builders, and leading manufacturers. The theme of this year's Conference is "Innovation Meets Execution," and it will be held at Chicago's Fairmont Hotel. Visit www.HousingZone.com for more information and registration.

The Seminar where SMA Consulting will present its findings, "Business Benchmarks," will be held on Monday, September 19, 2005, 1:30-3:00 p.m. In this first-of-its-kind "benchmark" session, and in roundtables throughout the BENCHMARK conference, experts from SMA Consulting will look at individual builder's live data to discuss how they can achieve excellence in financial performance.

"Though we have seen significant advances in the professionalism and sophistication of builders nationwide as they adopt best-practices," said Bob Whitten, COO of SMA Consulting. "We have not had many forums where one builder can see how he is doing when compared directly against other companies of a similar size. This BENCHMARK seminar provides that unique forum, and we are excited and intrigued by what we'll find out in our analysis at this powerful event." (Bob Whitten was formally chief operations and chief financial officer for Wayne Homes, subsequently sold to Centex; NYSE: CTX.)

About SMA Consulting

SMA is a national company renowned for its best-practices consulting to the home building industry. Its client list is a "who's who" of the nation's leading and most-successful homebuilders. For more information about SMA Consulting, visit www.SMAConsulting.net.

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