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## FOR IMMEDIATE RELEASE

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### **MLSListings, Inc. Launches Mobile Real Estate Application to Search All Homes for Sale on iPhone, BlackBerry, Android, Palm and Standard Cell Phones**

#### *MLSListings, Inc. and Smarter Agent expand MLS Mobile Strategy for Northern California*

SUNNYVALE, Calif. – June 2, 2010 – MLSListings, Inc. (MLSListings), based in Sunnyvale, CA, today announced the launch of a new mobile application that works on standard cell phones and smart phones across all mobile carriers. The public can download the application to their phone to view all homes for sale in northern California.

MLSListings' mobile application uses GPS, when available, to locate the user and display listings in the immediate area. Users can also search by address, city or zip code to see property details for all homes for sale in a specified area, including price, square footage, estimated mortgage, taxes, features, maps, pictures and more. The "Refine Search" feature lets users select a price range, property type and the number of beds and baths to help them find just what they're looking for.

MLSListings partnered with Smarter Agent, the leader in mobile real estate applications, to be able to offer clients and prospects a mobile house-hunting application available across all carriers on standard cell phones such as Samsung, LG and Motorola and smart phones including BlackBerry, iPhone, Android and the Palm Pre and Pixi.

"The addition of Smarter Agent to our mobile technology platform gives agents and homebuyers expanded opportunities for house-hunting beyond our website and MLS system," said Jim Harrison, President and CEO. "We can reach virtually every cell phone user with reliable, local MLS information through a few key strokes on their standard cell or smart phone device."

MLSListings' app - part of MLSListings' core member benefits – connects a potential buyer directly to the listing agent's phone. A separate upgrade - provided to MLSListings' subscribers at a discounted price - allows agents to provide their own privately branded mobile app to clients. With the privately branded app, the "Call" feature connects the buyer back to their agent, regardless of who listed the property.



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Consumers can text MLSL to 87778 to send MLSListings' mobile app to their cell phone or visit [www.mlslistings.com](http://www.mlslistings.com) to download the mobile real estate search.

### **About MLSListings, Inc.**

MLSListings Inc. is a not-for-profit, California mutual benefit corporation formed in 2007 by a consortium of eight Northern California REALTOR<sup>®</sup> associations (Santa Clara, Santa Cruz, Silicon Valley, San Mateo, Monterey, Watsonville, San Benito and Central Valley associations of REALTORS<sup>®</sup>). Currently, MLSListings represents more than 20,000 MLS subscribers, in 6,000 firms, in an area covering 28,000 miles representing more than \$70 billion in annual real estate transactions. For more information, please visit [www.mlslistings.com](http://www.mlslistings.com).

### **About Smarter Agent**

Smarter Agent<sup>®</sup> creates mobile, location-aware (such as GPS) search applications that help consumers and professionals learn about, interact and transact with the world around them as never before possible. Smarter Agent invented and patented mobile, location-triggered real estate search and is now the largest mobile real estate portal in the world. Smarter Agent creates apps for BlackBerry, iPhone, Android, Palm and hundreds of feature phones on Verizon Wireless, Sprint, AT&T and T-Mobile. Brokers and Agents can private label the Smarter Agent apps giving them a powerful marketing tool. CTIA, the Cellular Telecommunications Industry Association, named Smarter Agent the Winner in its Emerging Technology Awards LBS/GPS category.

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