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## FOR IMMEDIATE RELEASE

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### **MLSListings Launches Custom-branded IDX Website Services to Real Estate Agents and Brokers**

*Makes creating professional, branded websites quick, easy and affordable*

SUNNYVALE, Calif. (January 5, 2011) – MLSListings, Inc. today announced the availability of a new suite of branded website solutions incorporating real-time MLS (Multiple Listing Service) data for agents and brokers in Northern California through its PERKS program.

The MLSListings IDX (MLS IDX) product will offer four tiers of custom-branded website solutions to suit every budget and business need. These websites are powered by technology from iHomefinder, one of the industry's leading IDX property search technology firms.

MLS IDX offers hosted property search which enables consumers to see all listings maintained by the MLS, not just the REALTOR's own inventory. The websites also feature lead capture, client management, statistics and reporting, an integrated WordPress blog, a mobile IDX site, and additional services that an agent or broker needs for a full-featured online business.

An individual site can be built and launched with live data in 10 minutes, eliminating the frustration, paperwork and delays common to other website solutions. The superior interface, combined with optimized speed and performance, maximizes the user experience for both REALTORS and customers. With unbeatable prices and no hidden add-ons, members now have a website product from a vendor they already trust to provide them the information, support and training they need.

“Having the latest high tech tools provides a competitive advantage in the real estate industry, and the benefits of these new products for MLSListings members are numerous,” said Jim Harrison, President and CEO of MLSListings, Inc. “Depending on the product they choose, members using one of these customizable websites can get lead and listing management features for both clients and prospects—a very useful resource when showcasing listings and open houses.”



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Other MLS IDX features include a consumer-friendly, interactive map search, automated email updates, hot sheets, a consumer property organizer, and unlimited custom webpages. To monitor their website's performance, MLSListings IDX users can obtain regular analytics reports on lead and subscriber activity. For full product detail or ordering information, please visit MLSListings PERKS program at <http://portal.mlslistings.com/perks>.

### **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® associations (Santa Clara, Santa Cruz, Silicon Valley, San Mateo, Monterey, Watsonville, San Benito and Central Valley associations of REALTORS®). Currently, MLSListings represents more than 18,000 MLS subscribers, in 6,000 firms, in an area covering 28,000 square miles representing more than \$70 billion in annual real estate transactions. For more information, please visit [www.mlslistings.com](http://www.mlslistings.com).

### **About iHomefinder**

iHomefinder Inc. is a leading national provider of hosted online property search technology, serving thousands of real estate brokerages and real estate professionals in every major U.S. market. Using the IDX standard, iHomefinder displays timely and accurate MLS content in full compliance with the local rules of over 160 MLSs. iHomefinder also provides MLS licensing, compliance, and technology services to hundreds of web design and online marketing companies, as well as brokerages, technology vendors, and MLSs. Privately held and headquartered in the San Francisco Bay Area since 1997, iHomefinder maintains collaborative relationships with hundreds of innovative companies serving the real estate industry.

### **About PERKS Program**

MLSListings, Inc. provides a suite of products and services (PERKS) designed to improve agent/broker workflows that increase productivity and facilitate real estate transactions. These products and services range from websites, software, advanced tools, wireless products, listing syndication, and document management products.

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