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**THE GREATER FAIRFIELD COUNTY CONSOLIDATED MLS LAUNCHES
LISTINGBOOK TO THEIR ENTIRE COMMUNITY**

New online tool is a huge success so far with agent adoption and client delight!

GREENSBORO, N.C., August 20, 2008 – Listingbook™, a leading online service that connects real estate agents and their clients, announced today that it has launched its system in Connecticut, with the [Greater Fairfield County Consolidated MLS](#) (GFC CMLS), marking the company's first MLS engagement in Connecticut and in the New England region.

The addition brings more than 8,000 REALTORS® to the company's agent base. Every GFC CMLS real estate agent now has access to Listingbook. Training began in July. More than 2,400 agents already have logged into their account, getting the MLS off to a great start.

“We presented Listingbook to our members in our Town Hall Meetings earlier this year and it was received overwhelmingly,” said Don Hull, president and CEO of GFC CMLS. “Listingbook is now creating a community of communication between thousands of buyer and seller prospects within our system. Our members that are providing this collaboration tool to their customers are getting great responses.”

Listingbook's client-servicing product complements any local REALTOR® MLS systems, allowing secure access to MLS data. An agent authorizes a client account for a buyer or seller. The agent is then able to supply reliable, personalized and current market information to clients.

“By constantly merging information back and forth regarding the likes and dislikes of buyers on specific properties, Listingbook becomes an extremely powerful marketing tool for agents,” Hull continued. “This will prove to be a great business arrangement between our agents and their clients.”

James Barry, president of Listingbook, agrees that GFC CMLS agents are quickly realizing the positive effects the system has by providing constant communication with clients regarding day-to-day changes in the market.

“We are extremely excited that Greater Fairfield County has decided to provide Listingbook to their agents,” Barry said. “Listingbook magnifies the value of agents, placing them at the center of the entire buy-sell process. It empowers clients to be educated, and an informed client accelerates the buying/selling process. It strengthens the long-term bond with their agent.”