

Contact:

Hugh Siler
[Siler & Company](#)
949-646-6966
hugh@silerandcompany.com

Listingbook Introduces Listingbook A.I., a Game-Changing Home Search and Client Management Platform Specifically Designed to Help Real Estate Agents Build Their Businesses – *Guaranteed*

Home Buyers and Sellers Now Have Even More Access to MLS Data, Innovative Mapping Tools and More; the Tucson MLS and its 5,400 Members Are First Major MLS to Implement Listingbook A.I. with Dozens of Other MLSs Already in the Pipeline

GREENSBORO, N.C. – October 13, 2011 – [Listingbook](#) today introduced [Listingbook AI](#), the only consumer real estate search designed specifically to provide a safe online environment for real estate professionals and their customers to share information. Only with Listingbook can consumers have access to the same search experience as their agents, including up-to-the-minute Multiple Listing Service (MLS) data.

A major benefit to consumers is that it lets them search significantly more listing data than other sites, while allowing them to supplement their search with lifestyle preferences such as school participation zones, area shops, and more. The distinguishing benefits to agents are they do not have to worry about other agents advertising to their customers and they can view their customers' search activity.

Company executives are so confident that Listingbook A.I. will help agents increase their businesses that they are offering a risk-free, 90-day money-back guarantee*.

As its name – Advanced Intelligence – implies, Listingbook A.I. is the only real estate platform that:

- 1) Provides a comprehensive search of all the MLS listings updated in real time;
- 2) Never advertises competing brokers or agents;
- 3) Gives agents a clear view into their clients' activities, including: properties searched, favorites, rejects, search criteria, and much more;

- 4) Helps sellers understand market conditions and price their home accordingly by automatically updating them using the Listingbook *Morning Report* drip marketing system;
- 5) Intuitively, advises agents on what to do next; and
- 6) Enables agents and their clients to seamlessly communicate throughout the entire process.

“Listingbook A.I. is what Zillow and Trulia would like to be and what Realtor.com should have been from the start,” said southern California Realtor [Susan Bartow](#) “My clients love the tool and we are in the process of putting in an offer on a \$2 million house they found using Listingbook.”

Listingbook’s current system is available to more than 500,000 real estate agents in 54 MLS markets across the country. Since its national launch in 2007, over 170,000 agents have used it with over 2 million of their clients and prospects. The [Tucson Association of Realtors Multiple Listing Service](#) is the first major MLS in the nation to equip its members with the new Listingbook A.I. system. Commitments from dozens of other MLSs are already in place.

“Unlike any other service, Listingbook has built its business by 100% supporting real estate professionals,” said [Todd John](#), chief operating officer of Listingbook. “With Listingbook, agents are able to give consumers unprecedented MLS search capability and closely collaborate with them using our patented client management system. Only Listingbook A.I. allows agents to see what their customers are searching, then enables them to make suggestions and provide updates to help streamline the buying or selling process.”

Agents using Listingbook A.I. benefit from the industry’s only client management platform that:

- Provides their clients with complete MLS search results that are supplemented by lifestyle information including: neighborhood area boundaries, school participation boundaries, hospitals, shopping centers, community and school information, public records data, and much more.
- Provides advanced intelligence by analyzing clients’ behavior and usage patterns, then providing suggested action items.
- Offers integrated communication tools that allow agents to collaborate efficiently and effectively with buyers and sellers about properties, price reductions, local market conditions and the transaction itself.
- Includes in-depth property detail pages that provide complete property

information *that isn't available anywhere else except the MLS system.*

- Updates sellers of market activities, including competitive properties and prices changes that help agents get their clients to properly price their listings.

“With Listingbook A.I., we’ve developed our platform around the two most important things real estate professionals and their clients want: Advanced search and intelligent results,” said [Michael Ondrejko](#), Listingbook’s executive vice president of product and brand development. “Over the past two years, we’ve made a significant investment in technology and data en route to launching Listingbook A.I. We truly believe our platform is far and away the best, industry-friendly solution MLSs can provide to their members to help sell more homes.”

Listingbook has steadily built a solid reputation as the intelligent marketing system of choice for multiple listing services and their real estate agents, along the way recording double-digit growth each year.

The base Listingbook A.I. product is available at no cost to real estate professionals, while the Pro version – which includes all of the agent insight tools, personal branding, and one-on-one training is available for just \$19.95 per month. For additional information, go to: [Listingbook.com](#) or [Listingbook.com/ai](#). MLSs interested in scheduling a demonstration of Listingbook A.I. can call 517.214.3333.

About Listingbook

[Listingbook](#), based in Greensboro, N.C., is an online service that connects real estate agents and their clients through an integrated platform of client management, sales productivity and marketing tools. Designed to complement the Multiple Listing System, Listingbook automates, tracks and analyzes client activities and then provides the platform for real estate professionals to collaborate, making buying or selling a home easier, more efficient and more enjoyable. For more information about Listingbook, call 336-722-3456 or go to [www.Listingbook.com](#).

*Offer valid to licensed real estate professionals whose MLS is an existing customer of Listingbook.