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**Seven More Multiple Listing Services Sign Up With Listingbook,
Extending the Company's Red-Hot Summer Streak**

From Texas to Florida, MLSs Will Offer Listingbook's Innovative Client Servicing Platform, Listingbook A.I., to Real Estate Professionals and Their Home Buying and Selling Clients

Greensboro, N.C. – September 10, 2012 – [Listingbook](#) LLC today announced that seven more multiple listing services (MLSs) have signed agreements and will soon make available the company's next generation client servicing platform, Listingbook A.I., to real estate professionals and their thousands of buyers and sellers.

The new MLSs range in locations from San Antonio, Texas to Peoria, Ill. down to Florida. The signings extend Listingbook's hot summer streak, which included the announcement of 10 MLS signing from throughout the nation in July.

Earlier this year, Listingbook introduced Listingbook A.I., the industry's only client servicing platform that: 1) allows agents, clients and prospects to work together and search the Multiple Listing Service (MLS) data in real time; 2) doesn't advertise competing brokers' or agents' services; 3) shows real estate professionals exactly what types of homes their clients are searching; and 4) automatically provides recommendations on what agents should do next.

The seven MLSs join dozens of others that are already part of Listingbook's growing roster of clients nationwide. The eight are:

- San Antonio Board of Realtors, Texas
- South Broward Association of Realtors, Fla.
- Emerald Coast Association of Realtors, Fla.
- Pensacola Association of Realtors, Fla.
- Evansville Association of Realtors, Ind.
- Peoria Association of Realtors, Ill.
- El Paso Association of Realtors, Texas

With the new MLSs coming aboard, Listingbook now has more than 70 MLS clients totaling approximately 60 percent of agents nationwide. Additionally, more than

175,000 real estate agents and 1.4 million home buyers and sellers currently have Listingbook accounts.

“Each of these MLSs is admired for the comprehensive services they provide in their markets, and we’re very proud to welcome them to the Listingbook family,” said Randall Kaplan, chief executive officer of Listingbook. “Listingbook is quickly becoming the technology resource of choice for real estate professionals and their clients, and we’re excited that thousands more will now have access to Listingbook A.I.”

Here’s how Listingbook A.I. works: real estate agents provide their buying and selling clients with access to their local Multiple Listing Service data via the Listingbook service, and in turn, agents deliver to consumers the most comprehensive and accurate real estate information they can find: *all in one place*.

“Listingbook is our number one marketing tool and I firmly believe Listingbook gives me back a half a day of my time each day,” said Gunner Davis of [Team Davis Century 21 Beggins Enterprises](#), Tampa Bay’s number one real estate team in terms of gross commission income and number of homes sold. “I calculate that Listingbook gives me back \$750 worth of my time each day that I can now go work with other buyers and sellers.”

“I have been in the real estate business for more than 25 years and have spent a fortune on marketing and trying to reach my local, target market,” said [Ted E. Kelly](#), vice president RE/MAX Realty Consultants, in North Carolina. Kelly, a past state Realtor of the year, went one step further: “I can honestly say, there has never been a more effective marketing tool or system than Listingbook.”

Increasingly, agents like Davis and Kelly are using Listingbook to increase their productivity by using its client servicing platform to create a bigger pipeline of business, ultimately freeing them up to list and sell more homes.

About Listingbook

Listingbook LLC, based in Greensboro, N.C., provides an online technology platform and patented client management system that allows real estate agents to provide buyers and sellers with the best search experience, including: complete and up-to-the-minute MLS data and public records, while enabling agents to view their client’s search activities and collaborate with them. Designed to complement the Multiple Listing Service, Listingbook gives consumers all the information they want and makes buying or selling a home easier, more efficient and more enjoyable. For more information about Listingbook, call 336-722-3456, go to www.Listingbook.com or like us on [Facebook](#).