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## **Marketing Veteran Joins the Listingbook Team**

*Bressler tabbed to oversee communications, customer service efforts for America's most comprehensive and up-to-date real estate search platform*

Greensboro, N.C. – March 26, 2013 – [Listingbook LLC](#) today announced that Jordan Bressler – a marketer with more than a quarter century of experience in awareness efforts for major entities and brands – has joined the organization as Senior Vice President, Marketing and Customer Experience.

The move, which was announced by Listingbook CEO Randall Kaplan, comes at a time when the real estate platform is engaging in the national rollout of its latest product, Listingbook AI. The product will soon be available to more than 600,000 real estate agents who are offered access to Listingbook through their region's multiple listing service (MLS). It has been received well in selected markets that were chosen to be the first to benefit from the new service.

Bressler will work to promote the new Listingbook AI product while also managing ongoing marketing and consumer-facing communications efforts company-wide, as well as for other Listingbook features and services, including new products already in development that will offer greater connectivity via social media and through mobile and tablet devices.

"I have been impressed with Jordan's unique marketing vision, as well as his understanding of how to position companies to take full advantage of the communications tools available in our enlightened technological and social media environment," said Kaplan. "We are looking to Jordan to help provide the insights that will allow us to provide better marketing messages, enhanced customer service, greater awareness of our superior search and client servicing tools, and better connectedness overall with our consumers and other stakeholders."

Bressler joins Listingbook after an entrepreneurial turn as owner and president of Leapfrog Marketing, PR & Design, a full-service marketing agency that joined forces with strategic marketing agency The Sales Factory in 2011. Bressler remained as Managing Director, Communications Strategy throughout 2012, advising The Sales Factory and a national slate of consumer products companies on advertising and marketing best practices.

“Today’s business environment demands a keen sense of the role content and communications strategies play in fostering growth, consumer engagement and sales,” Bressler said. “Listingbook understands this – and also understands its critical role in facilitating the single biggest and most emotionally-charged transaction in people’s lives: the buying and selling of a home. I am pleased to be able to join their team and help Listingbook in its aspirations to be the nation’s No. 1 resource for home buyers and sellers.”

Bressler, a former daily news reporter for The Miami Herald and Associated Press, germinated his style of content-driven creativity in lengthy turns at the NBA’s Miami Heat and for Lorillard Tobacco Company. He is a native of New York City and currently resides in Greensboro, N.C. with his wife and three children.

### **About Listingbook**

Listingbook LLC, based in Greensboro, N.C., provides an online technology platform and patented client management system that allows real estate brokers and 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 or go to [www.Listingbook.com](http://www.Listingbook.com).