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## **Chief Innovation Officer Joins the Listingbook Team**

*Overman tabbed to prep Listingbook for the next generation of real estate technology*

Greensboro, N.C.- June 19, 2013 – Listingbook LLC, the nation’s pre-eminent collaborative online real estate client servicing platform, has added Rob Overman as its new Chief Innovation Officer, it was announced today by CEO Randall Kaplan.

Overman – whose creative imprint can be found in many of the leading real estate technology products developed over the last two decades – will now bring his vision to Listingbook, as it meets challenges laid by a rapidly changing playing field and increased competition.

“Our commitment to the more than 600,000 agents who have access to Listingbook is to provide the best collaborative client servicing platform, with the most up-to-date search tools,” Kaplan said. “Like any product rooted in technology, we must innovate if we are to stay ahead of the curve and consistently exceed our clients’ expectations. Rob Overman is just the person to help us maintain our competitive edge.”

Listingbook is in the process of rolling out its next-generation platform, AI, to users in 70 MLSs across the country; additionally, it is readying new tools to improve an agent's efficiency and lead generation as well as their ability to protect the investment they have made in cultivating their clients.

"Listingbook has built a platform that the users love," Overman said. "The passion the users have for a product feeds my passion to push it further and exceed their existing expectations.

"Technology is changing every day, and it's impacting the real estate industry very rapidly. Listingbook has the unique opportunity to build a next-generation collaboration platform that engages the home buyer and seller in a whole new way. I think that together we can build a product that sets a very high benchmark and brings a whole new group of users into the Listingbook fan club," Overman said.

Overman has developed real estate mobile and web applications for a impressive list of the biggest names in real estate – including Homeseekers.com, Fidelity National Financial, ShowingTime, LPS and Terradatum, both as a consultant and as the managing director of Noshun Software.