

Editorial Contacts:

Andy Baron/Jen Wolfrom  
PAN Communications  
(978) 474-1900  
[listingbook@pancomm.com](mailto:listingbook@pancomm.com)

**LISTINGBOOK INKS ALLIANCE WITH THIRD FLORIDA  
REALTOR GROUP IN THREE WEEKS**

*Agreement with Realtor Association of Greater Fort Myers follows two separate signings; Listingbook has potential to work with nearly 20,000 agents statewide*

**WASHINGTON, D.C., May 17, 2007** – Continuing its march across a competitive Florida real estate marketplace, Listingbook™, a leading online service that connects real estate agents and their clients, today announced at the 2007 National Association of Realtors Midyear Trade Expo here that it has signed an agreement with the Realtor® Association of Greater Fort Myers and The Beach that will revolutionize how Florida homebuyers and sellers receive real estate listings and communication from their real estate agents.

The inclusion of the Realtor Association of Fort Myers into the rapidly expanding Listingbook client family enables the approximately 7,500 Realtors® within that MLS to be able to provide their clients with a new way of communicating, collaborating, and accessing real-time real estate information. Since beginning to market the system last year, Listingbook has now established a solid foundation with six multiple listing services throughout the country.

---

*Listingbook is located at Booth No. 1115 at the  
2007 National Association of Realtors Midyear Trade Expo.*

---

Listingbook has been in daily operation in the Triad region of North Carolina since 2000. With its unique, market-proven capability to bring together buyers and sellers, Listingbook has created a web-enabled real estate community with the agent at the center of the transaction. The Listingbook client servicing product complements any local Realtor® MLS system and allows secure access to MLS data only when an agent provides a client account for a buyer or seller. The agent is then able to supply reliable, personalized, current market information, and interact with buyers and sellers while guiding and monitoring their activity.

“This is a great opportunity for all of the agents in our association,” said Peggy Hummel, CEO of the Realtor Association of Greater Fort Myers and The Beach. “It gives broker members who don’t have extensive web sites to have content management software that will enable them to have better communications with buyers and sellers.”

JJ Jones, president of the Realtor Association of Greater Fort Myers, noted that the technology will be particularly useful given that 65 percent of all buyers in the region are from outside the area. "Listingbook will definitely help in terms of being a relocation tool for consumers who can now go online to find particular residential properties," she said.

The most recent agreement comes on the heels of two earlier Florida deals. In April, Listingbook entered into agreements with the Pinellas Realtor Organization® of Clearwater and West Pasco Board of Realtors of New Port Richey, serving a total of 10,500 real estate agents.

The Greater Fort Myers group has access to Listingbook's comprehensive client services platform for agents to manage sophisticated real estate consumers. Listingbook automates, tracks and analyzes client activities in an agent-managed, real-time environment that encourages collaboration and communication.

Listingbook President James Barry noted that Listingbook's technology will complement the Greater Fort Myers group's MLS real estate data management system, providing a potent one-two punch that will benefit agents and their buyers and sellers.

"This system is a virtual personal assistant not just for agents, but for their clients," said Barry. "Under the Realtor's guidance, the Listingbook system identifies, analyzes and automates the delivery of key real estate data from the Greater Fort Myers association and forwards it to buyers and sellers in simple, actionable formats."

###

### **About Listingbook**

Listingbook™ LLC, 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 direct marketing tools. Listingbook has qualified users who gain access only through their licensed real estate agent. Listingbook is the first-ever web-based community of qualified buyers and sellers, brokers and agents and home service professionals. Listingbook was founded in 1999 and has agreements in place with MLS' in North Carolina, Michigan, Florida and California now totaling 86,000 agents, who will have access to this private real estate community portal.

For more information about Listingbook, call 336-722-3456 x101 or visit [www.listingbook.com](http://www.listingbook.com).