



## Listingbook Renews Agreement with North Carolina MLS Group, Continues Expansion

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GREENSBORO, N.C. -- Listingbook™, the leading online service that connects real estate agents and their clients, today announced that it has renewed its longtime agreement with the Triad MLS, a top multiple listing service that has paved the way for Listingbook's ongoing national expansion this year.

"Of all the products on the market for Realtors to use with buyers and sellers, Listingbook clearly has the best tool in terms of ongoing communication and overall functionality," said Kelly Marks, president of the Triad MLS in High Point, N.C. "It's perfect for buyers and sellers and encourages ongoing communication between consumers and their agents."

Listingbook has been in daily operation in the Triad region of North Carolina since first signing an agreement with the Triad MLS in August 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.

Marks noted that 3,800 of 4,400 Triad MLS agents—or 86 percent—currently use the Listingbook product. Those agents, in turn, work with more than 44,000 buyers and sellers primarily in the region but extending worldwide.

The Triad MLS agreement comes on the heels of five earlier national deals involving Listingbook this year. In May, Listingbook signed separate agreements with the Southern California Multiple Listing Service, which includes 55,000 Realtors; and the Realtor® Association of Greater Fort Myers (Fla.) and The Beach, which has 7,500 Realtors.

In April, Listingbook entered into agreements with the Pinellas Realtor Organization® of Clearwater, Fla., and West Pasco Board of Realtors of New Port Richey, Fla., serving a total of 10,500 real estate agents. And in January, Listingbook finalized an agreement with Michigan-based multiple listing service MiRealSource.

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.

"There is no other program -- or MLS for that matter -- that I'm aware of that provides this type of information with hourly listing updates," said Marks, a Realtor for the past 25 years whose real estate designations place him among the top 2 percent of all Realtors nationwide. "Listingbook provides the most current complete listings available."

Sellers see benefits as well. "Listingbook is extremely helpful to us as it provides us with daily information on how many people including agents have viewed our property," noted Olivia Foster, who lives in Clemmons, N.C., and is selling a condominium in Winston-Salem, N.C. "There has been a lot of interest in our property in the short amount of time it has been listed. Having this information at our fingertips instead of having to wait for our agent to contact us or us having to track down our agent is a convenience to both of us."

Buyer Ernie Winstead, a former vocational rehabilitation specialist living in Winston-Salem, N.C., is a Triad resident who has seen the benefits of Listingbook.

"This is my second time around with Listingbook," said Winstead. "We have been online reviewing other programs, but they simply do not measure up in terms of ease of use, abundance of information, and the personal touch through having your own agent. Listingbook provides an effective way to assess the real estate market and search for homes." Winstead is preparing to move into his new home, which he found through Listingbook.

Listingbook President James Barry said he is thrilled with the level of Listingbook activity in the region. "Virtually all of the Realtors and all of their clients in the Triad area are using Listingbook vigorously, which underscores the power of the system," said Barry. "We're very pleased with the ongoing relationship with the Triad MLS and look forward to continuing to work with them for years to come."

### 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).

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