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LISTINGBOOK PUNCTUATES 2007 BY SIGNING TWO MORE MULTIPLE LISTING SERVICE GROUPS

Agreements with MLS of Northern Illinois and Regional MLS of Minnesota Bring Listingbook's Total User Family to 185,000 Agents Nationwide

Jan 15, 2008 - /FLIERWIRE/-- Listingbook", a leading online service that connects real estate agents and their clients, announces data agreements with two large multiple listing services. The MLS of Northern Illinois (50,000 active agents) and the Regional MLS of Minnesota (18,000 active agents) increases Listingbook's potential agent user base to more than 185,000 and marks the sixth and seventh agreements with MLS organizations signed in 2007.

The MLS of Northern Illinois, the third largest MLS in the United States, encompasses a significant part of Chicago and is made up of 10 local real estate associations. The Regional MLS of Minnesota, Inc. encompasses the city of St. Paul and the greater Minneapolis area, serving four shareholder associations and one client association. Listingbook plans to roll out implementation and training programs in both Midwest regions during the first quarter of 2008.

"It is the RMLS of Minnesota's practice and policy to provide our customers with the best available information resources and tools to increase their value to their customers and to help them be more efficient and productive," said John Mosey, president of the RMLS of Minnesota. "Listingbook should be a great asset in helping agents communicate more effectively with their clients whether buying or selling property."

James Barry, president and COO of Listingbook, applauded the signings.

"Leading MLS groups throughout the United States are recognizing the unique value proposition of Listingbook and are rapidly moving forward with implementation," said Barry.

With the addition of Northern Illinois and Minnesota, Listingbook has signed agreements with two of the top five and four of the top 20 MLS groups in the United States, including the Southern California Multiple Listing Service (No. 2; approximately 55,000 agents); and the Multiple Listing Service of Long Island, Inc. (No. 12; approximately 29,000 agents).

In 2007, Listingbook also partnered with Michigan-based MiRealSource; the Pinellas Realtor Organization® of Clearwater, Fla.; the Realtor® Association of Greater Fort Myers (Fla.) and The Beach; and West Pasco Board of Realtors of New Port Richey, Fla. In July, Listingbook renewed its contract with the Triad MLS of North Carolina, its flagship agreement.



Listingbook's partners praise the power the system puts in their hands.

"We rolled out the Listingbook service just over a year ago and our members can't imagine working without it," said Virginia M. Bratt, CEO of MiRealSource, which signed with Listingbook in 2006.

"Homeowners are so much more informed about their current local market through the Listingbook system that sellers are actually calling the agents to recommend that they lower the asking price. It's a much easier conversation to have when initiated by the client and when the sellers are more aware of how their home compares to the competing properties in the area."

"Our agents were thrilled with how easy the system was to roll out and are still amazed at the agent-to-client communication Listingbook provides," said Carl Lambrecht, owner, ERA Lambrecht and Associates, St. Petersburg Florida, which is part of the Pinellas Realtor Organization. "The open house reports in particular have really helped our sellers identify potential buyers who are looking for the exact qualities that their homes offer. We've definitely seen an uptick in open house foot traffic."

Listingbook is poised to continue its fast-paced growth in 2008 even in the face of a challenging real estate market.

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.

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 organizations in North Carolina, Michigan, Florida, New York, Minnesota, Illinois, and California now totaling more than 185,000 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.

