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FOR IMMEDIATE RELEASE

REAL ESTATE VETERAN JOINS LISTINGBOOK'S SENIOR EXECUTIVE TEAM

Former Prudential Real Estate executive Ray Gronowski joins leading real estate client-servicing company.



GREENSBORO, N.C., October 6, 2009 – Bolstering its increasingly seasoned executive team, Listingbook®, the provider of a client-servicing software system for real estate professionals nationwide, announced today that they will be adding an accomplished real estate executive to the ranks, in order to build closer relationships and deeper partnerships with the real estate community.

Ray Gronowski has been named Senior Vice President of Sales & Partnerships at Listingbook. In his role, Gronowski will focus on the growth of broker partnerships, increased agent awareness of Listingbook services and greater adoption. He will also focus on building a sales force to accomplish these goals.

“As Listingbook grows, establishing more agreements nationwide and bringing its service to more real estate professionals,” Todd John, Chief Operating Officer of Listingbook said, “it will be critical for Listingbook to have a strong leader guiding our field sales organization. We are thrilled to have Ray join our team with his competitive spirit, passion for the industry and 20+ years of experience in real estate.”

Gronowski is impressed with the Listingbook offerings. “One of the most exciting things about Listingbook is that we are building a web community,” said Gronowski, a Chicago native. “This community of buyers, sellers and agents create a great opportunity for real estate agents to serve their clients with a higher level of service. They have the ability to deliver information in a way their consumer can utilize. With Listingbook, the agent is at the center of the transaction and in control of each and every client, in a way that builds strong value added service to the client and lasting relationships.”

With its unique, market-proven capability to bring together buyers and sellers, Listingbook is an integrated platform of client management, sales productivity, and direct marketing tools. The Listingbook client-servicing product complements any local 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.

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Listingbook enables real estate agents to provide their clients with a new way of communicating, collaborating, and accessing real-time real estate information. In operation since 1999, the company began to market the system in 2006, and has currently established a solid foundation with 25 multiple listing services throughout the country.

Gronowski was selected for this position not only because of his ability to build strong sales and service teams but his experience in spearheading the 2004 acquisition of eRealty by Prudential Real Estate and Relocation. The eRealty technology better captured, cultivated and closed transactions and Gronowski was responsible for the implementation to all Prudential affiliated companies.

“I am very excited about this opportunity,” Gronowski said. “I believe the Listingbook technology will create a huge differentiator for the companies and agents that truly use the system to improve their level of efficiency and service to their clients.”

Gronowski also spent over 6 years working in the Midwest as a Senior Market Analyst for Coldwell Banker Residential, followed with a 17-year tenure at Prudential Real Estate and Relocation, the last 9 years as member of the executive team.

“We are truly excited to have a person of Ray’s deep experience and successful track record leading the sales team for Listingbook throughout North America,” said Listingbook CEO, Randall Kaplan.

Gronowski graduated from Drake University in 1985 with a bachelor’s degree in business administration. He also earned his MBA from the same University while playing Division I football as a starting quarterback. Gronowski lives in Naperville, IL with his wife Deborah and their three children.

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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.

Designed to complement MLS systems, Listingbook automates, tracks and analyzes client activities in an agent-managed, real-time environment that facilitates efficient collaboration and communication between agents and clients, making buying or selling a home easier and more enjoyable. Additionally, the system provides brokers and agents with important data on client activity and the ability to turbo-charge listing promotions in a highly targeted manner. The company was founded in 1999 and has agreements in place throughout the Continental US.

For more information about Listingbook, call 336-722-3456 or visit www.listingbook.com.