



PRESS RELEASE

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FOR IMMEDIATE RELEASE

LISTINGBOOK.COM SHOWS EXCEPTIONAL GROWTH

The Listingbook Community Reaches 100,000 Agents

Greensboro, NC – October 15, 2009 -- Listingbook®, a leading innovator of online client-servicing tools for real estate agents, announced today that they've hit a new milestone – 100,000 real estate agents across the country have opened Listingbook accounts, an increase of 187 percent over last year.

“Our continued rapid growth is directly related to the superior marketing tools, MLS data, and productivity services that agents use to service their clients,” says Michael Ondrejko, Senior Vice President of Operations. “Listingbook is more than just a property search site for consumers, it lets agents empower them in today’s need to know, want-it-now environment.”

The company says that the exponential growth over the past 12 month is connected to its strategic marketing, user experience developments and online training and communication, which have been lead by Ondrejko.

"Agents and consumers in increasing numbers are finding that our product is different, both in the real estate data quality and the way our community is protected," said Todd John, Chief Operating Officer. "Listingbook's advanced, powerful approach to real estate is making it easier than ever for agents to provide valuable and accurate real estate information in a timely way to their customers through a protected community on the Internet," John continued. "The increase in Listingbook users is being fueled by word of mouth --- agents, buyers and sellers are having good Listingbook experiences and telling other people about it."

Its unique, market-proven capability brings together buyers and sellers in an integrated platform of client management, sales productivity, and direct marketing tools. The 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.

The company has increased the number of Multiple Listing Services that provide Listingbook to their agents by welcoming 11 new metropolitan markets since last October. The additional new field team members continue to expand the company’s national footprint. Their sales and training efforts have helped punctuate the company’s local go-to-market launch efforts.

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“Our mission is to provide agents with the best-in-class client-servicing product while making it an enjoyable experience on the web for them and their clients,” added Ondrejko. “Everything we do is focused on delivering the highest quality product through significant advancements in interface design, relevancy, and scalability.”

Listingbook continues to become an undeniably integral part of real estate agents’ lives. The company’s footprint will expand to new markets over the next few months including: Miami and the Beaches, Monmouth New Jersey, Greater Phoenix, Reno and surrounding areas, South Bay and Northern California, Staten Island, and Greater Tampa.

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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.