



# NEWS RELEASE

## FOR IMMEDIATE RELEASE

### MONMOUTH/OCEAN MULTIPLE LISTING SERVICE AND LISTINGBOOK IMPLEMENT SYSTEM IN NEW JERSEY

**December 01, 2009** — Listingbook®, a leading online service that connects real estate agents and their clients, announced today that it has launched its first system in New Jersey, in partnership with the Monmouth/Ocean Multiple Listing Service (MOMLS).

The Monmouth County Association of REALTORS®, provider of the Monmouth/Ocean Multiple Listing Service, brings more than 9,500 real estate agents to the Listingbook community and expands Listingbook's nationwide reach to 23 MLSs, totaling nearly 465,000 agents.

MOMLS members began Listingbook training in October. Since then, MOMLS agents have already added more than 30,000 clients to the system. In partnership with the MLS, Listingbook is revolutionizing how New Jersey homebuyers and sellers receive real estate listing information and communication from their agent.

Listingbook automates, tracks and analyzes collaboration and communication between client and agent, resulting in happier clients and easier transactions. It empowers buyers and sellers, giving them the ability to search listings, manage their own listing portfolios and automatically collaborate with family or other individuals involved in the home transaction, all under the helpful guidance of their real estate agent.

“Listingbook provides our members with the tools and resources they need to be successful working with today's technology,” said Glenn Mills, President of the Monmouth County Association of REALTORS®. “Agents are able to use the internet to their full advantage, providing valuable daily marketing data to clients who have an insatiable demand for information.”

Listingbook's client-servicing product complements any local MLS system, allowing secure access to MLS data. An agent authorizes a client account for a buyer or seller. The agent is then able to supply reliable, personalized and current market information to clients.

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“By constantly merging information back and forth regarding the likes and dislikes of buyers on specific properties, Listingbook becomes an extremely powerful marketing tool for MOMLS agents,” Mills continued. “This will prove to be a great business arrangement between our agents and their clients.”

Todd John, COO of Listingbook, agrees that MOMLS agents are quickly realizing the positive effects the system has by providing constant communication with clients regarding day-to-day changes in the market.

“Listingbook is a virtual personal assistant not just for agents, but for their clients,” John says. “It identifies, analyzes and automates the delivery of meaningful real estate information from the MLS and forwards it to buyers and sellers in simple, actionable formats: creating an efficient and enjoyable real estate experience. Listingbook gives agents the tools to manage their clients from prospect to homeowner, seamlessly. It strengthens the long-term bond, creating clients for life.”

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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](http://www.listingbook.com).

### ***About The Monmouth/Ocean Multiple Listing Service (MOMLS)***

The Monmouth County Association of REALTORS®, provider of The Monmouth/Ocean Multiple Listing Service (MOMLS), is a trade association serving 6,500 REALTORS® and REALTOR® Associates and more than 9,500 Monmouth/Ocean Multiple Listing Service users. The Monmouth/Ocean Multiple Listing Service works as a clearinghouse through which more than 900 local real estate firms exchange information on properties they have listed for sale. Together, members participate in about 40,000 real estate transactions every year. For more information, visit [www.momls.com](http://www.momls.com)