



WAV Group 2007 Mid-Year Technology Review

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Mid Year Technology Overview

It is our pleasure to present the annual WAV Group Mid-Year Technology Review. The information included was gathered from meetings at NAR's Mid-Year Conference in Washington, DC as well as on-going technology reviews we conduct throughout the year.

While not intended as a detailed product comparison, we hope this overview serves as a useful resource for you. Please feel free to contact us if you require a more detailed vendor/product review or help with any technology decisions for your organization.

Highlights

MLS Technology

Over the past year we have not seen any huge revelations in the MLS vendor world in terms of major new functionality as we have in years past. The major Internet system players continue to enhance their systems and we have not seen any major stumbles this year. Systems are getting more feature-rich in several areas as interfaces continue to improve and evolve. Marketlinx, for example, has made substantial improvements in the MLXchange user interface this year as has Fidelity with their Paragon system. Both systems have always had great power and now are finding ways to make these capabilities more accessible to the average user.

One advancement worth noting, however, is Tarasoft's successful deployment of a Provincial wide, multi-lingual system for Quebec serving 14,000 subscribers. Tarasoft is also now serving the province of Saskatchewan with a province wide offering.

MLSs that provide their technology in-house seem quite happy and have been able to grow and evolve their systems. There have been substantial improvements in a number of these home-grown products and there is clearly no rush from these MLSs that manage their own technology to go back to vendor provided MLS systems. WAV Group has also observed a healthy integration of "component" technology in all of these systems taking a "best of breed" approach. MLS vendors do this as well, of course, providing integration with many popular third party products.

Mapping technology is truly getting exciting in the MLS world with the integration of street maps with parcel overlays and enhanced aerial options. Each vendor has their own spin but most have made substantial leaps in this arena.

Another area that for years has been rated low by responders to the annual WAV Group MLS Technology survey is the MLS online CMA module. There has been substantial attention put on improving this function in several of the MLS systems in terms of content and ease of use that are great improvements. Rapattoni, Solid Earth, Marketlinx, Fidelity and FBS come to mind in this area. Each vendor has their own spin on this valuation tool but we have seen a number of good improvements from better user interfaces and automated company and franchise templates to easy integration of public record information in the CMA report. Solid Earth continues to leverage their valuation experience and appears the most progressive in terms of providing automated tools through the MLS system in this area but others, like Fidelity are addressing valuation in the consumer sector to offer products to compete with 3rd party vendors like Zillow. More products like these should be made available directly through the MLS in WAV Group's opinion. The MLSs have the best data and should be the ones providing the best valuation tools on the market.

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The possibility of a National MLS

Something worth mentioning this year is NAR's push to create a national MLS database. While not a product that can be presented at this time, the energy and momentum being created in this area will certainly have an impact on all MLS vendors and users of MLS products in the years to come. The basic premise is to create a complete database of all properties in the United States, basically a national public record system that will serve as the foundation of all other services. When a property is for sale it is simply a "category" assigned to an existing record as would be information on the broker listing that property. NAR says that access into the database could be managed as it is today using a vendor of choice or perhaps there will be a browser option right on the database. There are huge hurdles to overcome for this type of approach to become feasible, though, at the briefings we have attended there is discussion of standardizing everything across the country from the sales status to fines. Certainly these things can be accomplished, but we look at it in a similar way to the current state of "transaction management" systems. Is there a real hunger, need, and desire to have what this technology approach offers? Is there enough pain in the way things are being done today? Is there enough benefit in what is offered by this approach? There is no question this need for expanded regional data availability exists regionally which is why we see the continued consolidation of MLSs across the country as old boundaries become meaningless and true market areas drive MLS expansion. This is expansion based on real need and real market pressure. Is there enough real market pressure to get local MLSs to buy into this national approach? Is there enough real need to get local MLSs to give up the control they are used to? Time will tell, but WAV Group expects these types of changes to occur more regionally for some time. Regions of course can be large, like statewide approaches in ME, MA, or RI or based on sub-areas within states like Mid-Florida Regional or Southeast Florida Regional, but this is where we see the pressure being real enough to enact change. Even with this caveats, the approach being explored by NAR is the right approach. Having a national property database under REALTOR® control, for every property, makes perfect sense. How to roll this out in a way that can gain regional acceptance will be the challenge.

Lead Generation - Voice Technologies

Real estate professionals have an ever-increasing need to become more responsive to their clients. Studies from the California Association of REALTORS® and others suggest that clients are now demanding much quicker responsiveness than the industry has historically delivered. There are several new services that help agents respond more quickly and more effectively to clients. These technologies leverage the ubiquity of cell phones and smart phones. One service called RealPing, for example, allows a client to request an agent to call them. In less than 10 seconds the client's phone will ring and seconds later the agent will be connected live to their client. Many brokers around the country are quickly adopting these types of technologies.

Lead Generation – BLOGS

The use of real estate blogging technologies is growing aggressively. The largest challenge to maximize the effectiveness of this technology is to contribute new content to your blog regularly. Busy REALTORS find it very difficult to find the time to research, edit and post thoughtful posts consistently. One of the leaders in the real estate blogging industry, Real Estate Blogsites is dealing with this problem in two ways. First, they have launched a new

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writing service to write unique and meaningful blog posts for their customers. In addition they are offering “structured” blogs which allow real estate agents to automatically post their new listings consistently creating new content.

Customer Support - Multi-Lingual Systems

The Pew Institute recently published a study which demonstrated that Spanish-speaking people are much less likely to use the Internet because few websites are multi-lingual. EZ List MLS is addressing this issue by launching a bi-lingual MLS system. Other services like Immobil's multi-lingual listing websites and IDC Global's broker systems, also offer services to address the need for multi-language support. While the industry has recognized the need for multi-lingual support for real estate technologies for years progressive vendors are now making these capabilities accessible.

Smart Phones

The use of well-equipped smartphones in real estate is growing at an ever-increasing pace. Real estate professionals are moving away from a combination of paper notes and printouts, cellular phones, PDAs and handheld organizers and to multi-functional smartphones. The business value inherent in smartphones can be linked to widespread adoption, as increasing numbers of real estate professionals recognize that smartphones can play a key role in improving the service they provide to their clients while helping them convert more on-line leads. According to NAR's 2007 REALTOR® Technology Survey, 28% of REALTORS currently use smartphones. Another 30% plan to purchase or replace their phone in the next 12 months. Within the next 12 months, approximately 60% of the NAR membership—nearly 800,000 real estate professionals—are projected to own a smartphone.

WAV Group will be publishing the WAV Group Client Responsiveness Survey shortly which highlights the key reasons for the strong growth. In a nutshell, smartphone users believe they have the ability to build stronger relationships with their clients and sell more real estate because they can stay in constant contact. There are also some new smartphones which are driving growth because they have added exciting features like a built-in GPS receiver. There are also several new real estate-specific applications being built. One example, the BlackBerry 8830 offer a built-in GPS receiver eliminating the need for a separate GPS navigation system. Software applications have driven growth as well. According to the 2006 MLS Technology survey from NAR, 71% of MLSs now have wireless MLS. In addition to wireless MLS software, there are also many mobile versions of real estate software available like Top Producer®, mortgage calculators and expense calculators that users can take advantage of.

While we are happy to share these brief observations with you as a starting point they should never take the place of thorough vendor and product evaluation. If you would like help with a more thorough of a particular technology category, feel free to contact us at marilyn@wavgroup.com or mike@wavgroup.com.

About our Company

WAV Group provides professional consulting services to the Real Estate industry.

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Our goal is to create cost-effective results which will help drive aggressive growth for our clients. Our partners bring a unique blend of real estate and technology expertise coupled with a deep understanding of the consumer. They also have demonstrated successes working with small technology start-ups as well as Fortune 500 clients.

WAV Group's clients include some of the largest MLSs in the country, National Association of REALTORS®, California Association of REALTORS®, real estate technology vendors, and real estate firms in the United States, Canada and Europe.

The WAV Group process begins with a clear understanding of the needs and objectives of the customer as well as the end user. We first define the scope of the project and then work hard to flawlessly execute a program to move our client's business ahead.

WAV Group focuses on four key areas:

- Technology Definition, Evaluation and Selection
- Research
- Marketing and Communications
- Strategic Planning and New Business Development

Our team can help you outline a new strategic direction for growth, product or service improvement. We can help you better understand your member, clients and consumer needs by proven research methodology. We can assist you to make wise technology decisions and stay with you and drive implementation if needed. In short, we work with your organization to help you successfully reach your specific business objectives!

For a complete list of services we offer visit www.wavgroup.com. Please feel free to call us for more information or if we can assist you in any way.

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MLS Vendors & Systems

Company Name: FBS

Product Name : flexmls™ Web

Number of Systems: 100 Multiple Listing Services

General Overview

FBS continued its strong growth curve, signing several new accounts and retaining its current accounts with their strong reputation for excellent service. As we noted last year, FBS is now 100% employee owned. If you want to stay up to date on FBS, check out the FBS Blog (www.flexmls.com/blog/), which is written by FBS's CEO, Michael Wurzer, and covers a wide variety of MLS-related issues, including regionalization, RETS data standards, new technology trends, and more.

The company has experienced significant growth. In the past twelve months is has increased the number of MLSs it serves by 20% moving from 80 to 100.

Product Overview – Features

FBS is planning a major release for this fall that looks very exciting. The release is focused on the search function, bringing together into one interface their already powerful custom report function, high-resolution listing tour, mapping, and stat graphs. They also are adding the ability for agents to discuss the listings with their clients in a variety of ways. This release will definitely be worth checking out this fall.

Differentiators:

1. Service
2. Customization
3. Speed
4. Reliability

Company Name: Fidelity National MLS Systems & Solutions

Product Name:	Paragon™ 4 MLS Online
Number of Systems:	310 Organizations utilize Fidelity MLS software Over 19,700 Offices, 323,000+ Users

General Overview

Fidelity National MLS Systems and Solutions has an entire suite of products serving the real estate industry from MLS systems to membership/accounting to broker back office. Over the last couple of years the company has rebuilt their internal teams under strong leadership and created a renewed focus on the end user. There appears to be a strong commitment by management in both their MLS and broker divisions to leverage their impressive product line and look for ways to glue it all together. With the increased demands for single data entry and increased product integration this is a move in the right direction.

Built on the acquisition of Risco, Vista Info, and HomeSeekers companies, their staff, and industry leading technology, Fidelity National Real Estate Solutions, MLS Systems & Solutions (Fidelity MLS) has been in business since 1979. Currently providing service to over 300 MLS organizations; all of which are utilizing Internet-based systems, Fidelity MLS has a full suite of real estate solutions which positions them well to be an information services provider, not just an MLS vendor.

Product Overview - Features

Last year we noted that Paragon had many nice features that were often hard to find due to an interface that was not very intuitive. Things have improved! Fidelity has introduced a new user interface which was driven by focus groups and user group input. Marty Reed and her development team have made a number of interface improvements in the Paragon 4 release. Paragon has always been a deep system with a lot of power. The interface changes are bringing the power closer to the surface making it easier for users to take advantage of some of the more interesting features.

The new Paragon 4.0 release helps agents use their MLS system for not only data search, but also for robust marketing solutions to help agents build relationships with their clients. It makes it easier to run custom reports, generate mailing labels and build marketing pieces using the eMarketer and Adwriter solutions. It also now has third party tax integration and new leading edge mapping capabilities.

In addition to a new user interface and workflow enhancement Paragon 4.0 enhancements and integrations include:

- New UI/Workflow Enhancements (Home Page Example Attached)
- Improved MLS and System Alerts
- Quick Search
- Quick Action Links
- MapPoint Enhancements and Virtual Earth Integration
- Road, Ariel, Bird's Eye and Virtual Earth Views

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- Radius, Rubber Band, and Polygon (20 pt.) Searches
- Point to Point Driving Directions
- Paragon System Setup Utility (Auto Browser/Computer Setup Tool)
- NAR Reporting Enhancements
- Contact/Prospect Mailing Labels
- Additional Avery Label Formats
- Module Security by User code/Agent Type
- Third Party Tax Integration
- Microsoft IE 7 and Windows Vista Compliance
- Team Security (Listing Management)
- New Rich Text Editor
- IP Address Tracking and Usage Reporting
- Default MLS Email Signature
- Voice Technology for Alert and Search
- eMarketer and AdWriter Integrations
- Professional Marketing and Advertising Solutions
- Additional Showing Service Integrations
- Centralized Showing Service
- Showing Solutions
- Cumulative Days on Market Enhancements
- Photo Spinner/Slideshow Enhancements
- Virtual Tour Enhancements
- Views/Reports and Customer Report Writing Enhancements
- NRDS Field Integration

Offline Product

FNRES offers a distributed product with a very similar interface to the online version.

Differentiators:

1. Integrated and Customizable MLS Solution allowing private branding by MLS, broker, and agent.
2. Fully-Integrated solutions including Hi-Fi Voice Technology (Alert and Search), PinPoint 2 Mapping and Integrated Tax Records, Transaction Point, eMarketer & eAdWriter tools, SAFEMLS Security, Multiple Showing Solutions, GetMediaNow! Print Solutions, Paragon WiFi, Paragon Mobile, IDX SmartFraming and more.
3. Paragon 4 introduces new UI and workflow enhancements driven by focus group and direct customer participation.

2007 Mid-Year Technology Review**Company Name: Marketlinx Inc.****Product Name: MLXchange and TEMPO****Number of Systems:** TEMPO: 24 customers (300,000 users)
MLXchange: 63 customers (230,000 users) on 50 discrete systems
(regional accounts have multiple customers per system).**General Overview**

Formed in January 2007, MarketLinx combines the strengths of First American MLS Solutions, Inc. (Interealty, MarketLinx and MMSI); Offutt Systems; Sonic Eagle, Inc.; and Lucero Research Corporation to provide customizable technology solutions for multiple listing services, brokers and agents through a single entity. MarketLinx, Inc. is the leading provider of Multiple Listing Service (MLS) and real estate membership management systems in North America. The company offers a full line of technology products and support services to the real estate industry, including MLS, Association Management, Transaction Management, and Public Records Data.

MarketLinx provides MLS services to a wide range of accounts, from 300-member associations to some of the largest real estate organizations in the world, including the Arizona Regional MLS (38,000 members), SoCal MLS (50,000 members) and Southeast Florida MLS (37,000 members). Collectively TEMPO and MLXchange have 87 MLS customers across the US and Canada representing more than half a million real estate professionals. Recent new MLS customers include Connecticut Statewide MLS, Central Louisiana, Sarasota (FL), and Fort Smith (AK).

MarketLinx's parent company—The First American Corporation—is a Fortune 300 company that trades on the New York Stock Exchange as FAF. First American provides title, real estate, and consumer information and services and is North America's largest data provider. MarketLinx has approximately 420 employees in 7 major offices around North America.

Product Overview – Features

MarketLinx is a full-service real estate information technology vendor that provides a complete range of professional services to its customers. These include MLS system delivery services, database change and consulting services, public record database delivery and management services, and ongoing training and support for both staff and end users.

TEMPO

TEMPO is a powerful Web-based MLS system that is used in both vendor-hosted and turnkey configurations. In addition to its many standard MLS features, TEMPO offers a recently-updated interface that is very user-friendly, a Client Gateway module that provides customizable agent/prospect Web site portal, enhanced e-mail functions such as non-delivery receipts, and a customizable agent desktop that lets agents add and organize their most frequently used tools and Internet resources.

TEMPO 5 is currently in development for a fall release and will provide a host of new functionality for current customers, including major enhancements to the CMA and

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Prospecting modules, the Search Criteria and Search Results screens, user-definable search preferences, new printing options, quick searching, adaptive security and more.

MLXchange

MLXchange is a fully hosted Web-based MLS system that offers a robust listing search, display, reporting, and presentation capabilities. MLXchange offers advanced tools for power users, such as an easy-to-use online report editor, and *MLX Professional*, which provides additional online CRM tools including an Agent Web Site, e-mail templates, and task-management capabilities.

Just released, MLXchange 3.0 provides new functionality to customers, including an “identity sharing” feature that lets team members log in and work as each other; saving reports in PDF format; polygon-based map searching; fax-based upload of listing attachments; spell checking; and enhanced image management.

MLXchange 3.0 also introduces a number of additional features that are exclusive to the MLXchange Professional platform, such as bi-directional synchronization of appointments, tasks and contacts with Microsoft Outlook, and customizable action plans that automate the scheduling of routine prospecting, listing and transaction tasks. New improvements to MLXchange Professional’s client portal Web pages provide consumers with a password-protected login, the ability to save searches, and agent-assisted management of property lists.

Differentiators:

1. Instead of a bundled, one-size-fits all approach, MarketLinx offers a wide variety of a-la-carte options for its MLXchange and TEMPO customers to choose from. These include optional applications like MLS Wireless, MLX Professional, GIS Service, MLS Data Checker, Membership Director and Transaction Manager, as well as tax data services, training and technical support. By offering a menu of optional services, MarketLinx customers can truly customize their MLS system to suit the needs of their members.
2. MLXchange and TEMPO 5 enable a high level of system customization and multi-board regionalization capabilities without requiring changes to the standardized program code. By maintaining a standardized code base, MarketLinx can quickly deploy code updates across all systems, which means all customers benefit immediately from new software versions and program upgrades.
3. MLXchange and TEMPO 5 customers can take advantage of MarketLinx’s state-of-the-art RETS technology, which includes RETS Professional, an optional product that includes user-level data analysis, IP address filtering, data and image tagging, quotas, throttling, and a guaranteed service level agreement, and RETS Connector, the an easy to use RETS client application for automating routine data downloads. Additional MLS-integrated adaptive security measures
4. MLXchange 4 and TEMPO 5 will offer integrated adaptive security capabilities will let the MLS define automatic escalating restrictions based on pre-determined thresholds for duplicate logins, multiple IP addresses, and excessive downloading. These sanctions can include forcing a password change, requiring the user answer

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their password reminder question, account reactivation using a special code e-mailed to the account owner, timed suspension, indefinite suspension, etc.

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Company Name: Systems Engineering, Inc.

Product Name: Navica MLS

Number of Systems: 125 Boards/Associations

General Overview

Systems Engineering, Inc (SEI) is a privately owned corporation based in North Carolina. SEI has been in operation for over 38 years with no change in ownership. From its inception, the company has demonstrated its stability and sound financial integrity. Since 1975, SEI has specialized in software development for the Real Estate industry. They provide effective and reliable management tools combined with the latest in technology to REALTORS® across the United States.

The company offers Internet applications, wireless and PDA interfaces.

Product Overview – Features

SEI develops MLS systems that can be tailored to meet individual needs. With the numerous features that NAVICA has to offer, information is a click away.

- **Browser-Based MLS** - By providing a standard browser-based interface whether an agent wishes to work online or offline, there is only one program to learn.
- **NAVICA Showing Manager Interface** - Listing agents can manage their showing activity from within Navica MLS.
- **Public Website** - SEI can provide access to limited data selected by your Association for the general public to view.
- **IDX Solutions** - Comprehensive set of tools that allow ease of administration by MLS staff.
- **Contact & Prospect Management** - Auto E-mail Notification keeps you and your prospects informed with logs containing date and time stamps. Sync your contacts with Microsoft® and other address books.
- **NAVICA Tax** - with available tax information in your area, NAVICA Tax will enable users to search property records and display multiple map layers.
- **Third-Party Export Functions** - Export your listing data and photos to use in the application of your choice including PDA devices and mapping.
- **Comparable Market Analysis** - Multiple CMA applications. CMAs are easy to use and can be e-mailed.
- **Financial Calculators** - NAVICA is equipped with financial calculators which reside on SEI's secure in-house Web server.
- **Mapping Capabilities** - Radius or multiple area searches available. Plot multiple properties on a single map. Mouse over or click on plotted properties to view details. Maps can be printed or e-mailed with your property listings.

2007 Mid-Year Technology Review***Additional Offerings Include:*****N-Key**

- Assigned USB device required for authorized users to access system.
- Additional enhanced security options are available for Navica users.

NAVICA Showing Manager

- All Navica users can view a calendar of available times/dates and request showing appointments directly through Navica.
- Setup black-out dates and/or times for your listings.
- Approve showing requests automatically or individually.

NAVICA Mobility Package**NAVICA Wireless**

- View additional photographs, map properties & email clients
- Generate Hot Sheet activity - New Listings, etc.
- Access your Navica Contact Address Book.
- Live up-to-the-second data

NAVICA Assistant PDA

- Synchronization of listing data from MLS to your PDA
- Access to Office and Agent Rosters.

NAVICA Cellular Phone Website

- Access your MLS data using mobile phones with wireless capabilities

NAVICA Web Solutions

- MLS level web sites accessible by the public
- Office & Agent level custom web sites
- Administration Tool for easy maintenance
- Specialized graphic art services

Differentiators:

1. System pricing covers all enhancements and upgrades
2. MLS Data Sharing Solutions
3. "Fax to PDF" document management. This feature simplifies the ability for agents to use documents with listings effectively
4. Cross-browser compatibility

2007 Mid-Year Technology Review**Company Name: Promatch Solutions, LLC**

Product Name: Promatch ILS (MLS System
Promatch Digital Print (MLS Books, Real Estate Broker/Agent Literature)

Number of Systems: 38 Boards

General Overview

Promatch Solutions is one of the oldest MLS providers in the country, having been in business for over 39 years. The company changed ownership last year which seems to have strengthened the company. The ownership change mixes new management with an employee base that boasts an average 10.6 years in the MLS provider industry.

It has taken some time to reintroduce Promatch to the market after a period of relative obscurity, but they are beginning to gain traction and are very excited the positive strides they are making. In the past year ProMatch has added two new accounts, Tiftarea Board of REALTORS, Inc. and Madisonville-Hopkins Board of REALTORS, Inc and are awaiting signature on a third new account. .

Promatch operates their company around three driving philosophies.

1) Create MLS systems that are “Easy to learn, easy to use” They believe the technology should do the “heavy lifting” while the user interface remains simple. User experience is evaluated on a regular basis and a focus of discussion on each enhancement is added to the Promatch ILS system.

2) Provide superior customer support. Promatch places a high value on customer support. They claim to be highly responsive to change requests at the Board/Association level as well as questions at the user level. They point out that users are always greeted by a live person who can help, not a voicemail or email system. Their customers rate their service as a top reason for remaining with Promatch.

3) Continually innovate. The end goal is to continually find new ways to make their end users more effective in doing their jobs by streamlining, simplifying and enhancing existing capabilities.

In addition to the Promatch ILS software, Promatch retains its heritage as a quality print shop. Having migrated to 100% digital printing Promatch today continues to produce MLS books for those boards needing that media as well as mailers, literature and commercial applications.

ProMatch has customers ranging from 20 to 800 members.

Product Feature/Services Overview**Promatch ILS System**

- Intuitive and easy to use screen layouts
- Clear and concise listing and report formats
- Smart Space – the first user tool to provide updated information to the user without requiring a search or report to be created.

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- Hypersearch – Find property listings in three keystrokes or less!
- Online access from anywhere. System provides property search capability from any Internet linked computer.
- Saved searches may be reviewed with clients offline.

Promatch Digital Print

- Full digital print capability.
- Full document assembly and binding
- Fulfillment and mailing services.

Differentiators:

1. The system is easy to learn and easy to use. Promatch feels their interfaces are logical and easily learned reducing the cost of training for new agents and providing new agent tools and reports with minimum mouse clicks.
2. Customer Service. Promatch Solutions prides itself on its customer service and are very responsive to change requests at the Board/Association level as well as user questions at the agent/appraiser level. New Transition Training guarantees each office is up and running by the end of the initial training session.
3. Smart Space and Hypersearch provide information to the user in three keystrokes or less without cumbersome search criteria or reports.
4. Organic Software. No releases. No upgrades. Promatch software grows with its customers. All Promatch Boards benefit from new software enhancements Promatch develops immediately without requiring a new contract.

2007 Mid-Year Technology Review**Company Name: Rapattoni Corporation****Product Name: Rapattoni MLS****Number of Systems:** 109 systems; 260,000+ agents***General Overview***

Rapattoni Corporation has been serving the real estate industry under the same name and management for 37 years. The company provides an array of integrated products and services for real estate associations and MLS organizations including Internet MLS systems, association management software, and Secure Logon for multiple listing services and other related online services. All of the company's Internet-based products include Single Sign-On for member convenience. Rapattoni's attention to site security has made it the only MLS vendor that has qualified all of its hosted sites for NAR's REALTOR® Secure certification. The company has added 10 new accounts which account for 40,000 agents in the past twelve months.

Rapattoni has received high marks over the last three years on the WAV Group MLS Technology Survey, and is currently the second-largest multiple listing service vendor.

Rapattoni's headquarters and Internet data center are located in Simi Valley, California.

Product Feature / Service Overview

Rapattoni MLS is an Internet-based multiple listing system that serves MLSs from the very small to the very large. The system is designed with hundreds of variables at the database level that allow each MLS to configure the system to meet its own business rules, without hard coding. This flexible underlying structure within a single software set enables them to install new features and enhancements for all of its customers on a regular basis.

Rapattoni completed rolling out Rapattoni MLS version 10 to its user base in 2006, and brought a number of enhancements.

Mapping in the MLS is now based on Microsoft® Virtual Earth™ technology. This new platform provides a larger visual presentation of the map and advanced functionality. The Map Search lets users search within a circular radius, a rectangular selection, or an irregular polygon shape drawn on top of the user's choice of views: street map, aerial photograph, or a hybrid image that shows roads and highways on top of an aerial view.

Rapattoni demonstrated additional features that will be rolled out this summer. The ability to pinpoint listings on a map will be enhanced with driving directions, points of interest, routing, measurements, and expanded view options including a bird's-eye view from multiple directions.

Rapattoni's full-featured Parcel Mapping module, which presents county tax record data visually combined with MLS listing data, will be enhanced with larger displays and tighter integration with the street, aerial and hybrid views. The completely redesigned interface overlays parcel boundaries and data layers on the map image, displays listing/owner

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information easily on rollover, and incorporates robust tools for routing, driving directions, markers, and more.

The PDA interface for mobile access to the live MLS (available to all users at no extra charge) is a popular feature. Rapattoni also offers a number of public view options such as Smart-Framed IDX searches, and even an integrated language translation for an MLS's public searches.

The Rapattoni MLS interface is easy to navigate and with a non-scrolling, application style menu and toolbars. The auto-prospecting is robust and allows multiple sets of search parameters to be saved per prospect and auto-emailing of new listing matches. A new Client Portal allows agents to provide an interactive website for clients to manage listings in their own prospect carts. Statistics can be produced from almost anywhere in the system, using any search criteria.

Help features in Rapattoni MLS include an extensive set of multimedia tutorials for users that demonstrate the software and announce upcoming features, as well as complete searchable Online Help. New animated "Show Me" presentations have been added as well.

Differentiators:

1. Single Sign-On (SSO) is included, allowing the MLS website to become an identity portal so agents can access any number of online services with a single logon.
2. Flexible database structure offers customization within a single software set, enabling regular enhancements and free upgrades.
3. Parcel mapping can be fully integrated in the MLS software (not a separate product).
4. Statistics can be generated on-the-fly based on any criteria, from any search or display.
5. Seamless integration with Secure Logon two-factor authentication security system as well as Rapattoni Magic association management systems. Included PDA interface gives users mobile users full access to live MLS data. Language translation feature which gives MLSs the ability to offer a public access site in multiple languages.

2007 Mid-Year Technology Review**Company Name: Real Estate Technologies, Inc.****Product Name :** EZList Global, MLS Global, Showings Manager**Number of Systems:** 13***General Overview***

Real Estate Technologies, Inc. a wholly owned subsidiary of the Sun Coast Media Group (SCMG). The heritage of this Florida based corporation extends over one hundred years and it has become Florida's largest family owned newspaper. Sun Coast Media Group has annual sales in excess of \$50,000,000 and assets over \$18,000,000. They have over 525 employees and say they have never had a layoff. SCMG owns a telephone company that provides both wireless and fully digitized telephone services.

Founded six years ago, EZList, LLC is one of the most innovative of MLS providers. It was the first to deploy Microsoft Virtual Earth as well as Google Mapping. Its highly interactive web sites and prospect functions promote better client/agent relationships. EZList is in a transition period of moving to larger accounts from small to mid-size accounts. Its newest product: EZList Global is designed to handle boards with tens of thousands of users and boards may continue to use their current MLS provider. It provides agents and the public with a complete Spanish/English conversion program including currency and measurements. Not just a few fields are converted, the entire program, all of the reports and all of the data is available in Spanish or English with one click. EZList, LLC is owned by SCMG, a company that also owns its own digital phone company. This means that subscribers can rely on unlimited bandwidth virtually eliminating concerns about time-outs or frustrating auto log-offs.

Product Overview – Features

EZList Global is the first industry overlay product to provide complete Spanish/English translations of every aspect of an MLS system: front-to-back and top-to-bottom including all web sites. Key fields like Public and Agent comments are reviewed by real human beings each night to assure correctness of translation. This product comes bundled with other exciting features like EZList-Showings Manager and EZList BizPak. There is no need to change current MLS provider to use this exciting new product package.

EZList~MLS Global is as described above except it is a complete MLS system.

EZList Showings Manager is a fully integrated program providing a simple to use interface with outstanding results for all parties involved in the showing of property.

EZList- BizPak is an easy to use, fully integrated program that allows users to quickly compile data in both graphical and data display format that is useful in analyzing everything from market share by many, many categories, historical trends in a variety of ways, agent performance, firm performance and the possible short term future outlook for such categories as sales and listings.

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Differentiators:

1. Complete Spanish/English Edition including all provided web sites.
2. Integration of Microsoft Virtual Earth and Google Mapping programs.
3. EZList provided web (public, private, IDX) sites are highly interactive
4. Integrated EZList Showings Manager and EZList BizPak

2007 Mid-Year Technology Review**Company Name: Solid Earth****Product Name: List-It MLS****Number of Systems:** 21 systems serving 32 associations.***General Overview***

Solid Earth, Inc. is a Huntsville, Alabama-based real estate technology company providing MLS solutions to Associations of REALTORS® since 1998. A primary reason for success is Solid Earth's slow-growth business model. The company intentionally limits the number of new clients per year. This philosophy allows the Solid Earth team to maintain focus on the client/vendor relationship, creating custom software projects that are constantly evolving to stay ahead of the technology curve – typically at no charge to the client.

Over 55,000 real estate professionals use Solid Earth technology to drive their daily business. Markets served are both small and large: from 11,000 users in Monmouth County, New Jersey to Albany, Georgia with 250.

Product Overview - Features

Each LIST-IT system is customized to the market it serves, but base functionality of all installations includes in-depth searching, dozens of reporting options, enhanced Automated Valuation (AVM) CMA reports, Google Earth mapping integration, prospecting, mobile access via cell and smart phone, IDX product (LIST-IT Gateway), consumer-facing public site with statistics and hot sheet, integrated Staff functions such as a rules violation manager, and a great deal more. LIST-IT is an incredibly deep MLS “tool box” built to serve both the advanced user and the technology novice with equal efficiency.

Customer service is a key focus for Solid Earth's. They pride themselves on building strong partnerships with MLS Staff, Association/Board leadership and the Solid Earth team to steer the software on a singular course.

Differentiators:

1. The relationship (partnership)
2. Constantly updating the system, (typically) at no charge to client
3. Slow-growth business philosophy
4. Loyal client base; all accounts are reference accounts

Company Name: Stratus Data Systems, Inc.**Product Name:** Stratus MLS**Number of Systems:** 3

Multiple Listing Service of Long Island, Inc. – 26,500 members
Toronto MLS (Canada) – 27,000 members
Regional Multiple Listing Service of Minnesota, Inc. – 20,000 members

General Overview

Stratus Data Systems (STRATUS) has provided MLS systems since 1998. While there are many MLS systems in the industry, there are not many that can support large MLSs. STRATUS is the technology provider for some of the largest Multiple Listing Services and Boards of Realtors® in the US and Canada.

STRATUS has built a reputation for delivering MLS systems that are reliable, durable and versatile. STRATUS is dedicated to building and supporting stable systems that meet its customer's requirements over the long haul.

Product Overview – Features**Stratus MLS**

Stratus MLS, is a full-featured MLS system offering traditional MLS functionality plus links to industry related Web sites, virtual tours, street mapping, ShowingTime and more.

Multicultural/Multi-Lingual System

Stratus has developed a Web-based multicultural/multi-lingual MLS system that allows dynamic selection from among several languages and countries. End-users access property listings in their own tongue—with familiar formats for date, time, currency, and units of measurement—regardless of the language used for listing entry. Output forms display in the selected dialect on-the-fly, averting the need for hard-coding and forms-development in each language.

STRATUS' Multi-Lingual system' table-driven language implementation allows the MLS to provide all user-interface and popup-help translations without the expense of translators and programmers.

Differentiators:

1. **Customization** - STRATUS provides a deep amount of customization. Every installation of StratusMLS is tailored to the MLS' unique needs, rather than requiring conformity to a rigid cookie cutter solution. The system's flexibility allows STRATUS to analyze and accommodate an MLS' existing processes; and to fully customize nomenclature, data, report formats, search templates,
2. **Data Integrity** - Since data integrity plays an important role in a good MLS system, Stratus MLS offers many features and tools for an MLS to increase the reliability of

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- their listing data. STRATUS facilitates this by incorporating the MLS' specific business rules into Add/Edit listing.
3. Reliability and Scalability - Stratus employs the most sophisticated and optimized method of real time replication of databases across servers within a network or across the Internet to a disaster recovery site.
 4. Multiple Servers – Status allows multiple jobs to run concurrently hence increasing system throughput. Stratus MLS has proven successful to achieve linear scalability on all operations on all servers. Using this methodology we can scale as needed without ever-disrupting system usage and providing consistent response time.
 5. STRATUS installations are fault tolerant and can withstand the loss of any component without disrupting service to the end user.
 6. MLS STAFF ADMIN TOOLS - STRATUS has developed extensive administrative tools for its MLS' to monitor system performance and usage as well as make changes to the system. Some of these tools include:
 - Maintain Association and Board News with forced pop-ups
 - Extensive Login and Usage Tracking
 - Special Edit for MLS authorized staff to change listings overriding the MLS rules set for users.
 - Auto Change enables authorized staff to make updates to a field for a group of listings that match specific search criteria. An example of how this would be used by MLS is a broker changed its phone # and all their listings needed to be changed to reflect the new office phone #.
 - Track duplicate listings

Company name: Tarasoft

Product name: Tarasoft Matrix

Number of accounts: 10 Accounts representing 170,000+ subscribers

General Overview

In 2003 Tarasoft released Matrix, an enterprise level web-based MLS platform, built entirely on Microsoft's .NET technology. Designed to manage every aspect of MLS delivery, Tarasoft Matrix has been deployed for some of North America's largest MLS providers, including Metropolitan Regional Information Systems (MRIS), the world's largest MLS serving 60,000+ realtors.

Tarasoft has been successful signing large accounts resulting today with 170,000+ subscribers under contract. Following on the heels of their Provincial multi-lingual deployment in Quebec (14,000+ subscribers), Tarasoft announced the signing of a second Canadian Province wide deployment with Saskatchewan. More recently, Tarasoft announced a new deployment for 12,000+ members for MARIS in St. Louis while also rolling out MLS-Coop, a state-wide data share initiative for 23,000+ members in Minnesota.

Product Overview - Features

Tarasoft Matrix is comprised of several key interlocking modules. Primary modules include the Application Core, the Media Server, the Report Engine, industry standard RETS, Listing Input, Mapping, and Auto Email. It is possible to deploy any combination of modules. Tarasoft says these modules are best thought of as Lego blocks, blocks that can easily be clicked together. They say it is easy to extend development in a third party direction if ever desired, based on the clear application design that powers the Matrix development.

Standard Built-in Functionality Includes:

- Large MLS deployments
 - Tarasoft Matrix is written in 100% pure .NET
 - Tarasoft Matrix makes use of a new Control Panel providing MLS providers with all kinds of exotic changes to the system live and under production load. For example, , MLS providers can build and deploy a new search or display instantly, live.
 - Tarasoft has significant experience aggregating data; successfully unified all MLS' data in Minnesota under a common MLS COOP umbrella at www.mlscoop.com
 - Tarasoft has extensive experience working with proprietary back end technology as is evident in Tarasoft's very close and unique relationship with MRIS where they provide browser search and display functionality but not listing maintenance.
 - Full featured internal messaging system
 - Sophisticated built in RETS technology with Roles Based Security
 - Cross browser compatibility
 - Full M/S Virtual Earth Integration
 - Sophisticated agent personalization on reports and emails
1. Full multi-lingual support built in; Quebec deployment is industries first large scale fully bilingual deployment

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2. Ability to deploy various Matrix modules depending on unique requirements of MLS provider. Examples are Matrix front end module for MRIS and Statewide data share modules for MLS Co-op
3. Tarasoft Titan Desktop Application; Included with all Matrix deployments is Tarasoft Titan; the nation's best selling distributed database software.
4. Enormous flexibility in business relationship and licensing options

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Company Name: Technology Concepts, Inc.

Product Name: MyPlaceConnection™

Number of Systems: 18 MLS
16 Public websites using MLS data
80 Agent/Broker websites
3 Web services (a super-RETS type of data access based on web services)
More than 4,000 agents from more than 1,000 offices in sixteen regional markets

General Overview

Technology Concepts is expanding its market focus to provide brokers and agents with detailed statistical and predictive information on the real estate market, and the behavior of individuals participating in the market. With this new direction, Technology Concepts can provide its customers with the level of information available in other industries, but up to now, not in real estate.

The Company is a small, technology-oriented organization that has been in the real estate space since delivering its first MLS system in 1995. In 2003, the Company recognized the need for better information and began the development of the technology that is now available as MyPlaceConnection.

Product Overview – Features

MyPlaceConnection is a web-based application written in Microsoft's new DOT NET technology. The product is modular and flexible which allows it to keep pace with the rapid changes taking place in the industry. From a broker / agent perspective, the product has three important features:

- **Market information.** Detailed information on market performance in specific market segments selected by the user. The ability to drill down by neighborhood, price, house style, etc. to find information such as price trends, days-on-market, absorption rates, etc. An upcoming release will have models to predict parameters such as expected sale price and time-to-sell.
- **Behavioral information.** Information on the performance of a broker's agents and the brokerage. An upcoming release will have predictive information on consumers such as propensity to buy and expected time frame for a purchase.
- **Collaboration.** Online collaboration between participants in the real estate buy / sell process using social networking type tools.

The Technology Concepts data model delivers information in three dimensions – product inventory, product location, and behavioral.

The MyPlaceConnection architecture is a component-based, open framework. This allows systems to be tailored to meet real estate information needs by selecting the desired functional components from an extensive library and "plugging" them into an open framework. Components are roles-controlled and dynamic within a user's portal, and new components can be added to the library as needed.

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Differentiators:

1. Real data available in real time, not 30 to 90 days later.
2. Timely agent performance data to help brokers manage their business that heretofore was not available.
3. Market Trend data that makes a real estate agent a demonstrable real estate expert

2007 Mid-Year Technology Review**Company Name: Valet Data Systems, Inc.****Product Name: Valet MLS****Number of Systems: 5****General Overview**

This small corporation was built by the leaders of the sales, support and development departments from Moore Data. The Moore Compass system had some great architecture that was the basis of Valet/MLS. They took the best ideas and did not have to carry over the baggage of legacy systems that needed to be replaced.

Product Overview – Features

Valet MLS provides an MLS system that runs the same online or off-line. The system comes complete with all the tools an agent or broker needs to do their job. It is built around the most flexible auto notification service in the industry.

- MLS system includes a strong CMA program.
- Buyers feedback database that helps manage the information regarding the properties an agent shows to a client.
- Mobile interface for use with cell phones, TREO, BlackBerry, and Windows mobile
- Filtered RETS site to control the access to the MLS data.
- Customizable IDX framing site.
- Fast, easy to customize searches with Count-on-the-fly.
- Report writer for total customization.
- Multi level customization, MLS, Firm, Office, Agent.
- Online/ Offline listing entry with custom business rules.

Differentiators:

1. Great Service
2. Totally customized MLS solutions
3. One low price
4. Various ownership options

Membership and Accounting Systems

Company Name: Fidelity National Real Estate Solutions**Product Name: Leading Association Management Processing System (LAMPS)****Number of Systems:** 54 organizations utilize the LAMPS application
Serving over 166,000 members**General Overview**

Fidelity National Real Estate Solutions offers value-added real estate technology solutions. The company is committed to building lasting partnership relationships with its customers by providing creative data solutions and tools for agents and brokers.

Acquisition of the LAMPS products is just another example of Fidelity's insight into products and services that empower the MLS and real estate association staff and members. The number of LAMPS customers has more than doubled.

Product Overview – Features

Designed to effectively and efficiently manage operations within a REALTOR® organization, LAMPS has two Web-based modules – an Intranet site accessible only to Association staff and a comprehensive suite of tools which empower members to register, make payments online and more.

Increase productivity within your organization:

- 24x7 access to your membership information – from anywhere, anytime
- Real-time integration and synchronization with NRDS member information
- Quick and accurate dashboard view of membership data
- Track dues, education classes, accreditations
- Manage committee activity
- Generate annual dues billing
- Post courses and grade course work
- Maintain document libraries
- Manage RPAC goals, pledges and contributions

Empower members with the ability to:

- Create and update user profiles on the fly
- Search for courses and view class grading details
- Register for conventions, meetings and see event details
- View committee details
- Access documents only available to members
- Pay invoices online
- Submit RPAC contributions

LAMPS 2.9

- Mass Email Functionality
- Web Document Management
- Membership Search and Results Enhancements
- Enhanced Reporting Capability (15+ new reports)

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- Security Enhancements including SAFEMLS Integration
- MLS Integration

Differentiators:

1. Web-based – **24x7 access** to your membership information – from anywhere, anytime.
2. **Real-time integration** and synchronization with NRDS member information.
3. **Member-enabled** for online payment and registration.
4. **Scalable** - Easily scales for 200 to over 35,000 members.

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Company Name: MarketLinx

Product Name: Membership Director

Number of Systems: 100+

General Overview

MarketLinx is the largest residential real estate technology provider. With more than half of all real estate agents in the United States and Canada running on their software and services every day, MarketLinx is the foremost Multiple Listing Service and Membership Management systems provider for real estate boards and REALTOR® associations.

Product Overview – Features

Membership Director is the only system that directly integrates accounting with membership management.

- Firm Management
- Billing & Accounts Receivable
- Education History
- RPAC Contribution Tracking & Reporting
- Committees, Skills & Designation Tracking
- Accounting Import/Export
- NRDS Interface
- Account Inquiry & Payment
- Education Registration & History
- Member Profile Update
- Rosters
- Online Store
- Convention Meetings & Events
- SAFEMLS Authentication
- Surveys & Elections
- Online Membership Application
- General Ledger & Accounts Payable
- Credit Card Processing
- Support/Call Tracking
- Member Store Point-of-Sale
- Conventions, Meetings & Events
- Education Registration, Payment & Class Management
- Automated Interfaces (MLS, lockbox, state, NAR)

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1. Complete integrations with MarketLinx MLS systems
2. Includes complete accounting integration using Membership Director's own General Ledger and Accounts Payable modules
3. Flexible billing - Create custom groups for reporting purposes and bill any combination of groups simultaneously
4. Multiple windows for efficient multi-tasking - Open a new screen or another instance of the same screen without closing the existing window. Drill down on underlying data without losing sight of your work.
5. NAR e-commerce split payment. Split dues among local, state, and national associations, as well as the cost of credit card processing (merchant fees).

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Company Name: Rapattoni Corporation.

Product Name: Rapattoni Magic

Number of Systems: 251

General Overview

Rapattoni Corporation has been serving the real estate industry under the same name and management for 37 years. The company provides an array of integrated products and services for real estate associations and MLS organizations including Internet MLS systems, association management software, and Secure Logon for multiple listing services and other related online services. Rapattoni's attention to site security has made it the only MLS vendor that has qualified all of its more than 100 hosted sites for NAR's REALTOR® Secure certification. All of the company's Internet-based products include Single Sign-On for member convenience.

Rapattoni has received high marks over the last three years on the WAV Group MLS Technology Survey, and is the largest vendor of association management software to the real estate industry.

Rapattoni's headquarters and Internet data center are located in Simi Valley, California.

Product Overview – Features

Rapattoni Magic is designed exclusively for real estate associations and multiple listing services. It is a Windows application, operates on a Microsoft server platform, and can support hundreds of local and remote workstations. The company added 11 new customers in the past twelve months.

The membership database allows an association to track and maintain data. The built-in data exchange automates reporting to NRDS. The system contains software to manage events, conventions, contributions, continuing education requirements, committees, classes and more. Merge functions let staff members flexibly utilize the association's data.

E-mail billing streamlines dues billing, and can be coupled with Internet Member Services to allow members to pay invoices online. IMS also gives members access to other association services online, such as signing up for a class, checking their account history, etc. An Internet Store module enables e-commerce for purchasing Realtor® products online.

This year Rapattoni is rolling out enhancements that will enable associations using Instant Messaging to include Single Sign-On links to other trusted sites, and more flexible "cart" functionality within IMS.

Differentiators:

1. Designed exclusively for real estate association management.
2. Integration with NRDS through data exchange.

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3. The best-selling association management system with a nationwide user base including local and state associations and regional MLSs.
4. Included Single Sign On identity portal from Internet Member Services.

Security Products

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Company Name: Altoria

Product Name: Altoria Managed Services: Secure Portal, Web Site Pattern Analysis, Single Sign On and Federation

Number of Accounts: 250 Customers

General Overview

Altoria provides useful information security services for the MLS community. While access to the MLS “front door” can be controlled via the use of tokens and passwords, there are several other ways where MLS data can be compromised. A member may sell all new listings to a moving company, for example, by scraping all new listings and sending them off to the same email address regularly.

Altoria’s services offer a new look into how people access and use on-line web sites and portals. Armed with targeted information, their customers are able to make informed decisions and smartly apply business rules to the on-line world. Altoria offers security services which go beyond simply using tokens to protect passwords. They offer many services to securely connect people to information and provide around-the-clock help and service.

Altoria is accredited by the Managed Service Provider Alliance (MSPA). Companies that receive MSAP accreditation meet or exceed MSPA standards in areas such as financial stability, network and hosting facilities, managed services practices, and customer satisfaction. As part of our commitment to our customers we abide by the MSP Alliance [Code of Ethics](#) and uphold the [Consumer Bill of Rights](#). Their solutions are powered by RSA technologies.

Product Overview – Features

Altoria’s Secure Portal Service: This service helps a MLS discover, identify, measure and track who is using their on-line services. Knowing who is using your Web Portal a critical step in maintaining subscription revenues and enforcing security policies.

- **Authentication:** Know who is using your Web Portal and expose fraud.
- **Authorization:** Enforce policies to reduce inappropriate use such as password sharing.
- **Accounting:** Collect, monitor and analyze trends to discover and identify abuse.
- **Auditing:** Review extensive details about each user and each time they connect. From where, when, which device, which network and more.
- **Action:** Automated risk profiles for users with adaptive policies to increase authentication challenges for suspicious behavior and profiles.
- **Automate:** Easy on-line enrollment – no tokens to ship or distribute

Web Site Pattern Analysis: Altoria’s Web Site Pattern Analysis creates traffic pattern reports and analysis about where people go on your website, what they do, how long they spend on certain pages and where they are connecting from.

- Stolen Object Tracking

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- Unique visitors
- Top pages and paths
- Time spent per page
- Downloaded files

Single Sign On and Federation: Once visitors successfully logon to a MLSs web portal they can securely access additional applications and portals with a mouse click. Whether these applications reside within the organization or at a business partners' data centers, Single Sign On and Federation services marry strict security with easy browsing. Based on the Liberty Alliance SAML standards, your visitors will no longer need to manage and re-enter multiple usernames and passwords when you add services and offerings to your secure portal.

Differentiators:

1. MSPA Accredited Managed Service Provider
2. Expertise and Experience in Information Security across many industries
3. On Premise and Hosted Services
4. Around-the-Clock Service and Help Desk

Company Name: Clareity Security, LLC**Product Name :** SAFEMLS**Number of Accounts:** 34 MLS Accounts
6 additional accounts in implementation stages including MRIS
Installations range in membership size from 55,000 users in SoCalMLS to 250 in Shiawassee, MI.**General Overview**

Clareity Security, LLC, a provider of security products, services, and education for the real estate industry, developed SAFEMLS® with Secure Computing (NASDAQ: SCUR).. SAFEMLS® provides real estate professionals with an easy to use system to safeguard sensitive MLS and consumer data.

Secure Computing (NASDAQ:SCUR) is a global security solutions provider to organizations of all sizes in banking, financial services, healthcare, telecommunications, manufacturing, public utilities, and federal and local governments. The company is headquartered in San Jose, California.

Product Overview – Features

Clareity Security's SAFEMLS™ solution provides MLS organizations assurance that only legitimate subscribers can access the MLS system, regardless of access method (browser, RETS, software, FTP), by requiring them to use a one-time-use password generated by a security authenticator such as tokens, GE Security integration and TEXT PASS. SAFEMLS™ utilizes proven, easy-to-use technology to safeguard sensitive MLS data and real estate-related content and is the first security solution specifically designed to meet the unique needs of real estate companies and MLS organizations. The SAFEMLS™ solution positively identifies users and controls access to critical business applications while providing MLS the reporting tools to police and enforce system abuses.

Clareity Security has expanded its services based on industry demand by providing hands-on proactive support along with the leading world class computer vulnerability scanning and HACKER SAFE® and PCI (Payment Card Industry) certifications to help provide the kind of confidence that members and consumers are starting to demand of those to whom they provide their personal or financial information. The service includes daily monitoring, email/pager vulnerability alerts, web-based reporting, and vulnerability remediation support via telephone, web, and email from CISSP and CCSP certified security specialists. This new service will ensure the protection of credit cards of the members of the MLS and any materials being sold by the MLS

While the HACKER SAFE certification is critical to large eCommerce operations which have 1,000,000 or more retail transactions per year, most MLSs do not have transactions totaling this amount so this solution is best suited for only a few of the largest MLSs in the country.

Differentiators:

1. Proven in MLS operation
2. Real estate centric approach.
3. Independent Third party expert.

Company Name: Rapattoni Corporation**Product Name : Rapattoni Secure Logon****Number of Accounts: 12****General Overview**

Rapattoni Corporation has been serving the real estate industry under the same name and management for 37 years. The company provides an array of integrated products and services for real estate associations and MLS organizations including Internet MLS systems, association management software, and Secure Logon for multiple listing services and other related online services. Rapattoni's attention to site security has made it the only MLS vendor that has qualified all of its more than 100 hosted sites for NAR's REALTOR® Secure certification. All of the company's Internet-based products include Single Sign-On for member convenience. Rapattoni has received high marks over the last three years on the WAV Group MLS Technology Survey. The company has gained some momentum in the past twelve months for their security product, adding 11 new customers

Rapattoni's headquarters and Internet data center are located in Simi Valley, California.

Product Overview – Features

The Rapattoni Secure Logon service allows an MLS to increase its data security by requiring two-factor authentication. Agents must provide something they know (their ID and password) as well as something they have (token) in order to log on. This ensures that only authorized users in good standing can access the MLS.

Secure Logon can be implemented for any MLS vendor's site, and can also secure access to other services such as the association's IMS site, RETS servers, a broker's network, and third-party services. Several types of tokens are available: a traditional OTP (one-time password) hardware token, a USB-enabled model, or a software token that can be installed on a mobile phone or PDA, and employed without using airtime. The MLS can drive these decisions to give their agents the convenience of a single multi-use token.

Rapattoni utilizes token technology from RSA, the security division of EMC, which is the leading provider of online data security. Rather than delivering generic security software, however, Rapattoni has developed real estate industry-specific software that includes an easy, online self-registration process, simple logon interface, and staff tools and reports for managing the Secure Logon service.

Rapattoni can provide complete services, including deployment, user orientation, staff training, the online management system, hosting, integration, and ongoing call center support for staff and agents. Rapattoni's pricing/billing model is unique in that the MLS pays for active users only.

Rapattoni's Single Sign-On (SSO) is included. An MLS or association site can become an "identity portal" that simplifies members' experience. Members log on to the site once, then smoothly access any number of trusted sites without having to log on to each site separately.

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The SSO feature is based on security industry-standard SAML technology. This is non-proprietary, and enables integration with any SAML-compliant servers.

Differentiators:

1. Choice of authentication tokens: OTP hardware tokens, USB-enabled hardware tokens, or software tokens that can be installed on a mobile device, without using airtime.
2. Complete service package: Rapattoni can provide everything from deployment to training to ongoing support.
3. Rapattoni bills monthly for the number of active users only, and offers a financial protection plan to protect the MLS.
4. Integration with any MLS vendor, and with Rapattoni Magic membership systems.
5. Included Single Sign-On is non-proprietary, SAML-based technology, allowing for convenient links to other trusted websites.

Forms Software and Transaction Management

2007 Mid-Year Technology Review**Company Name: Auto Realty****Product Name: AutoContract-Gold and AutoContract-Online****Number of Accounts: 25,000****General Overview:**

AutoRealty LLC is a privately held company headquartered in Dallas-Fort Worth and has been serving REALTORS® for 16 years. The company serves the states of Texas, Colorado, Georgia, West Virginia, Ohio, Virginia, Maryland, and the District of Columbia. In addition, AutoRealty licenses its software to many multiple listing services and real estate boards across the country including MAP Multiple Listing Service, Northern Ohio Multiple Listing Service, Kanawha Valley Board of Realtors, Middle Georgia MLS, and the Southern Maryland Association of Realtors to name a few.

Product Overview – Features**AutoContract-Gold**

Fill, print, save, open, email, annotate, and electronically sign Real Estate related contracts and forms

- Auto populates repetitive form field entries
- Automatic forms library maintenance feature via internet connection and wizard-like interface
- Math calculations of Buyer Estimate, Seller Net Proceeds, Buyer Qualification, Amortization Schedule, and CMA forms
- Default value capability and user defined boiler-plate selections

AutoContract-Online

- All updates for the software and forms are done automatically
- Have the ability to write contracts from anywhere that you have an Internet connection and Internet Explorer 6.0

Data Transfer Service

Data Transfer service saves agents time by importing information from your local MLS directly into your forms and removes the possibility of a typo from manual data entry.

Transaction Management Integrations

AutoContract is also integrated with the following Transaction Management Systems:

- Transaction Point
- Settlement Room

2007 Mid-Year Technology Review**Differentiators:**

1. Forms are imaged (exact duplicates), not typeset
2. Ready to integrate Data Transfer Service with most RETS compliant MLS's
3. Advanced math features such as VA, CMA, FHA math
4. Superior customer support

Company Name: RE Formsnet LLC

Product Name : **Zipform, Winforms and RELAY™**

Number of Accounts: Maintain 473,019 end users across the nation.
495 State and Local Association form libraries
327 Custom Broker Libraries

General Overview

ZipForm®, formed in 1991 is the largest electronics forms provider in the real estate industry by a large measure.. In 1999, RE FormsNet, LLC was formed utilizing the ZipForm® platform as its software foundation. RE FormsNet (REFN) is a REALTOR® Benefits(SM) partner and the Official Forms Software of the NATIONAL ASSOCIATION OF REALTORS®. ZipForm® is available to more than 1,055,000 REALTOR® members in the U.S.

In 2005, this foundation expanded to include the next step of REALTOR® owned online transaction tools: RELAY™ Transaction Management. RE FormsNet acquired Real Estate Business Technologies, LLC, makers of RELAY™ transaction management software in 2007. The acquisition allows RE Forms Net to provide a fully integrated solution which allows agents to set up their forms in Zipform® and then seamlessly transfer the data to RELAY™ in order to organize every step of the real estate process. This merger provides RE Forms Net with the ability to provide its nearly 1.1 million users with a way to manage the entire real estate transaction.

RELAY™ is the online collaboration tool designed to keep the real estate professional in the forefront of the transaction. RELAY™ helps streamline the transaction process for all parties involved in the transaction. It enables agents to work with buyers and sellers through a secure, professional online real estate site 24 hours a day, seven days a week.

REFN is a subsidiary of Real Estate Business Services, Inc. (REBS), a subsidiary of the CALIFORNIA ASSOCIATION OF REALTORS® (C.A.R.), and is a joint venture with the NATIONAL ASSOCIATION OF REALTORS® (NAR). REFN products such as ZipForm® and RELAY™ use the latest technology tools to keeps the REALTOR® at the center of the transaction

As the official forms software of the National Association of REALTORS®, ZipForm® offers agents a technically advanced suite of products that can increase their productivity and reduce the work associated with the paperwork process. ZipForm® is continuously working with state and local associations to ensure their proprietary forms are available to members through ZipForm® products. Currently, forms libraries from more than 495 state and local associations are available through ZipForm®.

Product Overview – Features

ZipForm®/RELAY™ Web Services – RE FormsNet has created web services to allow Brokers and other Software Providers the ability to integrate with ZipForm® and RELAY™.

ZipForm®Desktop – A desktop application that allows real estate agents to complete a transaction using association forms.

ZipForm®Online – With ZipForm®Online, you can use your laptop, or any computer with an Internet connection, to securely access your up-to-date forms, print them, e-mail them and close the deal.

ZipForm®Interactive Training CD – A training tool to learn how to use the ZipForm® programs offered.

ZipForm®Mac-Connect – ZipForm® has developed a way for Macintosh users to access the same powerful functionality of ZipForm®Online that their PC counterparts use.

ZipForm®MLS-Connect – With ZipForm®MLS-Connect, users can import data that is stored electronically, but has not been keyed into ZipForm®, specifically, data that is stored in MLS databases.

ZipForm®Mobile – Using a wireless device with Palm OS® and a data-enabled Internet connection, you can easily create, edit, and store ZipForm®Online transactions anywhere – on the road or at a meeting.

RELAY™ – This is the online Transaction Management System that streamlines workflow and collaboration between you, professionals, and clients throughout your real estate transaction.

RELAY™ is an Internet tool that enables REALTORS® to manage transactions electronically, connecting with clients and with their office through a transaction website. RELAY™ is offered by annual subscription to individual agents, or brokers can set up a multiple-agent account. RELAY™ subscribers can add an assistant or transaction coordinator to their account at no charge, and invite transaction contacts such as a buyer, seller, or guest agent to have role-based access to a specific transaction.

Key RELAY™ Features:

- Branding – each site can be distinctly customized with a Broker banner and agent profile.
- Web-based Convenience – No software is required so agents and their contacts can access the transaction from any internet connection, by just using their secure password.
- One-Click Forms Integration - Completed forms can be synced directly from WINFormsOnline® or ZipFormOnline® into a transaction website with one click, eliminating data entry or multiple document uploading.
- Complete Transaction History - RELAY™ automatically records activity and document updates – a time-saving risk management tool to help brokers keep thorough archives.

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- REALTOR®-Controlled Access - Role-based permissions are set by the REALTOR® to determine which documents or activities can be viewed by the seller or buyer side.
- Data Security – RELAY™ holds the REALTOR® Secure certification and has been audited by Cybertrust, the global information security specialist, to ensure client confidence.
- Organized Document Management – Documents can be distributed via email as a link in order to track updates, signatures, and new versions instantly.
- Direct Faxing – Custom fax cover sheets enable contacts to fax signed documents into the transaction website, in one direct step. File saving and naming are automatic.
- Integrated Activity Management – Activity Checklists can be applied to transactions for smooth closings. Checklists enable automated notifications with color-coded activity status. Activities are also listed in can also be exported to a computer calendar.
- Automatic Notifications – Details are easier to track with email notifications that are sent when activities coming due, or when new documents become available
- Guest Accounts - At no charge, the REALTOR® can invite the agent from the other side, the seller, buyer, an assistant, coordinator, or broker to have a role-based user login.
- Cross-site Transactions – When RELAY™ agents represent both sides of a transaction, they can collaborate using the same transaction site.
- Foreign Language Support - One click user interface translations are offered for English, Spanish, Chinese or Vietnamese.
- Customer Satisfaction Feedback - Clients can send instant feedback to the Agent and Broker with a one-click response tool.
- CD Creation Tool - Create CD-ROMs of a complete transaction archive, or create a custom branded client closing package.
- Public Listing Web Pages –Listing documents, photos or video can be published onto a public RELAY™ web page, which can be linked to any website or to an MLS listing. The public RELAY™ listing page offers a preview of the branded transaction website, making a distinct professional impression.

Differentiators:

1. The new Zipform/RELAY partnership offers the simplest method for completing forms and then automating the transaction process by seamlessly integrating with RELAY™
2. RELAY™ and ZipForm® are NAR REALTOR® Benefits(SM) Program partners.
3. User interface offered in choice of four languages, in easy one-click translation

Company Name: Fidelity National Real Estate Solutions

Product Name : TransactionPoint®

Number of Accounts: Over 350,000 registered users

General Overview

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The stated mission of Fidelity National Real Estate Solutions (FNRES) is to empower brokers, MLS providers, agents, lenders, mortgage providers, service providers and other real estate professionals with world-class technology, services and information. FNRES understands that accurate, in-depth information is essential the critical business decisions their customers make and they endeavor to create value by providing products and services that enhance the way they do business. Their goal is to continue to set the standard for excellence in customer satisfaction and product innovation in the years to come. Transaction point has increased users from 300,000 to 350,000 users in the past twelve months.

Product Overview – Features

TransactionPoint gives real estate professionals the ability to manage their transaction-related activities through a single centralized platform. The broker or agent can create transactions, add clients, manage activities, upload documents and share information from one location. With TransactionPoint, real estate professionals can:

- ♦ Manage contacts
- ♦ Create to-do lists and calendars
- ♦ Upload or fax documents directly into the system
- ♦ View transaction details with a single click
- ♦ Access a complete audit trail of key events and transaction changes and document viewing
- ♦ Manage every step of the process from one central location

Brokers have the added features of ordering, scheduling and confirming everything from appraisals and inspections to repair services.

Differentiators

1. Transaction management solution for both real estate agents and brokers
2. Integration in process with a variety of software including: Winforms/Zipform, Top Producer, Lone Wolf, Softpro, and DPN Financial Management and MS Outlook
3. Archives transaction(s) onto a CD(s) — for use by the client or the company
4. Auto populates new transactions from MLS data
5. Place and track service orders electronically
6. Print driver to send documents directly into the system without email or fax
7. Free efax service

Company Name: First American SMS**Product Name :** ClosingTracker.com Transaction Management System**Number of Accounts:** 105 Hosted ClosingTracker Websites**General Overview**

Since 1974, First American SMS has provided products and services to the real estate industry and was acquired by First American (NYSE:FAF) in 1997. In addition to transaction management, their services include escrow and title production systems, trust accounting solutions and post-closing services. SMS' products and services are marketed to escrow and title companies nationwide.

First American Residential Group is a subsidiary business line established by The First American Corporation in 2002 to address the real estate brokerage, multiple listing service (MLS) and relocation market segments. Its systems streamline real estate listing, financing and closing processes, with the objective of increased efficiency and profitability. First American Residential Group operating units include First American MLS Solutions, the nation's leading provider of MLS systems and real estate software in North America; and Relocation Advantage and Certified Closing Network, leading providers of closing management services to relocation companies. For more information, visit: www.residential.firstam.com.

Product Overview – Features

ClosingTracker.com is a website designed to provide online access to parties involved in a real estate transaction throughout the closing process. Real estate agents and brokers determine if they wish to make this information available to their buyers and sellers.

All participants in the transaction have online access to view the real-time status of the transaction, view the participants and exchange and view documents. Participants can elect to receive automatic email alerts when a status changes or a document is delivered as well as a weekly email status report. Agents, Brokers and Lenders have the ability to open new files online.

Brokers and agents have the ability to upload property photos and can customize their profile to include their photo, contact information and comments for additional advertising.

ClosingTracker eliminates phone-tag, attracts internet savvy buyers and sellers and bridges the gap when dealing with parties that are out of the state or country.

ClosingTracker Includes:

- Online Ordering
- Status Updates
- Upload and Exchange Documents
- Participant Information
- Automatic Email Updates
- Automatic Weekly Status Report

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Differentiators:

1. Ease of Use – requires little if any training to start using ClosingTracker
2. Fully integrated with SMS' backoffice production system (StreamLine or VISION), making online updates part of processing the transaction.
3. Online repository for all documents in the transaction with controls over who can access them.
4. No cost – fees typically charged to the escrow/title company and offered as a service to real estate agents and brokers.

2007 Mid-Year Technology Review**Company Name: GURU NETworks, Inc****Product Name :** g4Enterprise**Number of Accounts:** Numerous Large, medium and small brokers use their Enterprise system, while transaction coordinators (Virtual Assistants) and teams and small brokerages use the Direct Transaction Management System.**General Overview**

GURU NETworks (GURUnet) is privately owned has been in business since June 1993. The products have been through 4 different generations and version 5.0 is being worked on now. We were the first company to do a RETS pull from an MLS and the first to provide a VOW website to a broker.

Product Overview - Features

G4Enterprise is a complete Broker management solution- it provides all front and back office functions. It includes everything from VOW websites, through leads management, showing management, transaction management, recruiting, relocation, source of business tracking, disbursement, interface to accounting system, personnel and document creation and management. The product is totally web-based and secure. All data is stored in one database, eliminating any duplicate data entry as a property evolves from a listing to a completed transaction. All participants have access to the transaction status over the web 24/7. When a transaction is marked closed, the disbursement data is automatically entered into the accounting system to be processed. Agents have private access to their contact database within the system, through the company Intranet provided.

All personnel data, including pay plans, are stored in the personnel system. The agent's contact information and bio are also stored there to be dynamically populated to the web when needed. A webmaster is not needed since all data is stored in the database, including the local MLS data, updated as often as the MLSs will allow. The reports available can be configured to show any data that the user wants to access, including source of business for making advertising decisions, and the pipeline of expected closings. This system saves the broker money rather than costing money.

Differentiators:

1. A total web-based Enterprise Solution
2. Modular so that the functions can be implemented as needed, in phases.
3. Scalable from smallest to largest broker; built on open standards
4. Single Database solution

Company Name: Instanet Solutions

Product Name : InstanetForms
TransactionDesk
DocBox
InstanetFax
Authentisign

Number of Accounts: 325,000+ licensed users of our real estate software and over 100 local associations and MLSs through state association, local association, MLSs, brokerage and individual subscriptions. Our service agreements range from over 100,000 users to individual subscriptions.

Product usage is growing rapidly. Instanet Solutions has over 16 million documents online. Over 6 million forms and documents were created and uploaded into our systems in 2006. There are over 5000 unique association, MLS and broker forms in their library.

General Overview

Instanet Solutions provides Transaction Management, online forms and contracts, document management and on-line digital signing services to the real estate industry. Instanet Solutions has served the real estate industry for 15 years.

Instanet Solutions is the number one company in transaction management and the number two company in online forms/contracts application based on actual, active, paid end-user licenses. Instanet Solutions is 100% focused on real estate transaction and forms/contract related technologies and are independently owned and operated.

Product Overview – Features

TransactionDesk – A full featured transaction management platform including online forms and contracts, digital document storage and management, task management, service ordering and electronic signature functionality.

Note: All of the fully integrated applications below are included with TransactionDesk or can be subscribed to individually, or in any combination. Our application is completely modular. Any component listed below, plus task management, calendar and scheduling tools and others can be easily turned on or off for an individual or enterprise.

InstanetForms – PDF based online contract and forms management service. Both Internet and desktop based versions

DocBox - Our online document storage and management solution gives users the ability to take their businesses paperless - Unlimited toll free fax in and out capabilities.

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Authentisign – A digital signature solution available on a standalone basis or integrated with any of the applications listed above.

InstanetFax – A standalone ‘paper fax to email’ solution.

Due to the ‘modularity’ of our, some of our clients are now choosing to purchase in stages. For example, many clients start with InstanetForms, then later add DocBox and then move to the full functionality of TransactionDesk. All modules are part of the one application, so the interface is familiar. All applications are designed, built and supported by the same teams so the upgrade experience is seamless to the end user.

We have found that an incremental approach helps our client’s implementation of our services in that their end users more easily, absorb and adopt our technology. Instanet Solutions has partnered with Real Estate Industry Solutions (REIS), a wholly owned subsidiary of the Florida Association of REALTORS®, on a variety of support and training programs.

REIS has created and runs ‘TransactionDesk University’. They offer end-user training online, by CD, in person, etc. They also have a very extensive train the trainer program. One of the most interesting programs they have developed is a Continuing Education Credit Program for Transaction Desk. In Florida, there is a TransactionDesk course available that earns participants 6 CE credits.

REIS and Instanet Solutions are looking to expand the program to other states. **CE Credit Program Overview:**

REIS will obtain the course certification through the appropriate state DRE, create all course material (including instructor and participant manuals) and handle all participants’ CE credit processing. Any individual (or organization sponsored individual) who completes the TransactionDesk train the trainer course and is certified by REIS can then teach the course (and charge what they wish). REIS only charges for three items – the train the trainer course, participant manuals and participant CE credit processing through the state.

REIS also offers a very expansive TechHelpline service to REALTOR® organizations throughout North America.

Differentiators:

1. The only transaction management system to include forms/contracts and digital signature functionality built-in, not just ‘integrated’. This allows for better usability and ease of training (one interface, one application to learn), streamlined support (only one vendor to call) reduced vendor management, reduced risk (not dependent on multiple third party relationships for data exchange).
2. Online forms and contract software, InstanetForms, does not require any large downloads to run (e.g. – no java applications to load, no forms library to download). It is fully server-side, browser based.
3. Proprietary signing solution, Authentisign
4. Only real estate technology vendor that allows you to secure your documents using the US Postal Service Electronic Postmark technology.

Company Name: Settlement Room Systems**Product Name:** Settlement Room**Number of Accounts:** 94,000 + registered**General Overview**

Settlement Room makes a point that they do not sell real estate services, title insurance, or loans. They do not rely on venture capital or outside funding to operate. They also do not sell, rent, trade, or otherwise benefit from their client's personal information. They do not refer real estate agents, appraisers, lenders, or others for a fee. As a result, the Company has only one objective, to create the best, most affordable and easiest to use transaction management software with the deepest feature set and best customer service anywhere.

SettlementRoom has been building, selling and supporting online TM software nationally since 1999 and is the oldest continuously operating company in this category. Users have grown almost 60% in the past twelve months.

Product Overview – Features

SettlementRoom is web-based software which manages a real estate transaction from start to finish. SettlementRoom is easily implemented by users of all sizes, from the biggest multi-office organizations down to small brokers, and individual agents. Prices are among the lowest in the industry, with no setup fees and per transaction costs starting under \$5 per property.

SettlementRoom accounts are accessed using a normal web browser. Data is housed in a top tier national data center. SettlementRoom automatically creates a virtual website for each real estate transaction (listing, closing, loan, etc.) in which an agent/broker is participating. Each website can be branded by the user. The system gives them and invited guests secure point and click document management, messaging, service ordering, shared and private calendars, contact management, task tracking with reminders, and more. Digital signature capability is being added for 2007. Broker/Owners also benefit from newly upgraded reporting capabilities and oversight of their agents, improving compliance, easing reporting requirements, and even lowering E&O insurance costs.

Clients can log in at any time for up to date transaction and status information. Users automatically get management reports showing all of their current transactions and their status, with single click access into the details of any one of them. At the end of the transaction, the system can provide an archive of all of the documents, information, messages, and tasks for that property.

SettlementRoom is web-based software which manages a real estate transaction from the time of listing until after the closing. SettlementRoom is easily implemented for individual agent, and can also be implemented for teams, offices, entire companies, and larger organizations.

SettlementRoom accounts are accessed using a normal web browser, so you can work on your transactions from any PC. Data is housed in a top tier national data center. .

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The basic SettlementRoom concept is to have the software automatically create a virtual website for each real estate transaction (listing, closing, loan, etc.) in which you are participating. Each website the user's name on it and gives them and any invited guests secure point and click document management, messaging, ordering, calendars, contact management, task tracking and more. Clients can log in at any time for up to date transaction and status information. Users automatically get management reports showing all of their current transactions and their status, with single click access into the details of any one of them. At the end of the transaction, the system can provide an archive of all of the documents, information, messages, and tasks for that property.

Differentiators:

1. Independent – Most TM providers are Title Companies or other vendors. SR is a software company with no other “axe to grind.”
2. Ease of use – Settlement room claims the shortest learning curve in TM
3. Flexible – works for agents all the way up to large multi-office companies
4. Low cost – No setup fees, built-in faxing and fax-out, per-transaction prices \$5 - \$20 based on volume
5. Integrations – currently passes data from MS Outlook, Lone Wolf back office and accounting software, SR Producer CRM software, Reveal/Trueforms and Autorealty forms software, some MLS programs, and has special arrangements for preferred pricing for users form CRES E&O Insurance.

Company Name: Stewart Transaction Solutions**Product Name:** SureClose®**Number of Accounts:** Over 2.5 million real estate transactions online
Over 37.5 million real estate documents online
Over 1000 Stewart locations using SureClose
Over 190 real estate agents/brokers, non-Stewart title agents and lenders using SureClose**General Overview**

Stewart Transaction Solutions, a wholly owned subsidiary of Stewart Information Services Corp. (SISCO) (NYSE – STC), provides transaction management, title and escrow production, commercial closing, vendor management, underwriter information, title plant and artificial intelligence-based examination systems to Stewart Title offices, independent title agencies, real estate brokers/agents, lenders and title insurance underwriters. Headquartered in Houston, Texas, Stewart Transaction Solutions is committed to delivering state-of-the-art real estate information systems and solutions to its clients. More information can be found at <http://www.stewarttransactionsolutions.com>.

Product Overview – Features

Stewart's online transaction management system is called SureClose®. It has been designed to increase office efficiencies, improve communication and enhance the customer experience. Stewart contends that SureClose boasts 2,500,000-plus transaction files online to date. Developed by Stewart Transaction Solutions to facilitate doing business anywhere in the world, SureClose puts all parties involved in the real estate transaction on the same page online from any computer, in real time. This means a buyer and seller can find out the status of the property inspection, mortgage documents, homeowners insurance or anything else related to their real estate transaction, anytime they choose, from any place around the globe – eliminating phone-tag between multiple parties, faxes and hassles.

SureClose is available to brokers, REALTORS®, title agents, MLS' and lenders.

With SureClose, all parties to a real estate transaction can:

- Monitor real-time progress of the transaction
- View, print and download pertinent information
- Post and receive messages
- Receive automatic event notifications
- Order settlement services and exchange documents

In addition, SureClose has the fully-integrated eClosingRoom™ for a paperless electronic closing. SureClose coupled with the eClosingRoom provides the ability to remotely click-to-sign and notarize documents – allowing home buyers and sellers to close on their real estate transactions in a matter of minutes rather than hours.

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1. Experience, Usage and Adoption – SureClose is one of the most mature TM systems. Stewart’s internal usage of SureClose, coupled with one of the largest external customer bases makes SureClose the most production tested of all TM systems.
2. Role-based System with Flexible Template Design - SureClose provides a flexible template design to allow pre-constructed templates for every transaction type. In addition, SureClose document placeholders retain the permissions of each document to ensure document security.
3. Integrated SureScan Scanning Solution and Proprietary Print Driver – Stewart Transaction Solutions offers SureScan, scanning solutions which integrate with SureClose to facilitate a seamless document upload into the proper document placeholder for the transaction. In addition, the SureClose proprietary print driver for document upload allows a substantial benefit to users allowing a convenient method to transport documents seamlessly from other applications.
4. Infrastructure and Compliance - Stewart Transaction Solutions is working towards SAS 70 compliance, as well as redundant production sites. SureClose has hardware encryption to protect all documents plus key sensitive fields for a deeper security, as well as intrusion detection systems and regular security audits.

Scheduling Systems

Company Name: Book-A-Showing.com**Product Name: BookAShowing.com**

Number of Accounts: 3 in the first year of operation, BookAShowing.com has already begun offering their Showing and Feedback solution for 3 MLS Associations ranging in size from 1000 to 1500 members. In addition, a number of offices are utilizing BookAShowing.com “lite” for their office while their Association or MLS works to adopt BookAShowing.com for the entire membership.

General Overview

Launched in June of 2006, BookAShowing.com has reinvented the showing and feedback process for Real Estate agents. Instead of costly call center operations or systems that target just a single office, BookAShowing.com uses a more affordable approach.

BookAShowing.com offers an all-inclusive online showing and feedback system for associations and MLSs. BookAShowing.com allows agents to set up showings online directly from their search results in their MLS system. An agent no longer has to pick up the phone to schedule multiple appointments and showing feedback forms are automatically generated for all showings as well. BookAShowing tracks agent, listing, and client activity as well as offering reports for your listings, showings, and feedback activity.

BookAShowing.com has had early success with the signing of 3 MLS Associations in their first year of operation. The 2007/2008 campaign looks even more progressive as approximately 10 other MLS Associations have already expressed their interest in offering this unique Showing and Feedback system for their members.

Product Overview – Features

By implementing a uniform showing and feedback system at the Association or MLS level, agents now have the ability to schedule up to 10 showings online on any property in the MLS. These showings can be set up directly from an agent’s search results in their MLS system or from their own BookAShowing account. An email and text message alert is sent to the listing office and listing agent to notify them of the new showing request. The listing agent can also include their seller in the notification process by allowing them to receive email and text messages of the showing request and allow them to confirm showings online further eliminating phone calls. After a showing is updated, email and text messages are sent back to the showing agent automatically.

Mapping features allow agents to plan out which showings should be set up first. Buyers and sellers also have a limited access account that allows them to see which of their showings have been approved, tag showings with personal notes, or view showing activity and feedback on their property.

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Differentiators:

1. Agents can schedule to 10 showings at once for any listing in the MLS Operating in multiple markets.
2. Uniform showing and feedback solution for an entire MLS increasing usage and responses
3. Buyer/Seller accounts enhances communication with agents
4. Color-coded showing calendars and reports for quick and easy reference

Company Name: ShowingTime

Product Names: ShowingDesk, ShowingAlert, ShowingAssist

Number of Accounts: 4,000 offices, 35 MLSs
4,000 offices use ShowingDesk and/or ShowingAlert
35 MLSs use ShowingAssist

General Overview

ShowingTime products have been used in the real estate industry for more than 13 years to help offices and MLSs manage the showing appointment process. Its products are used by approximately 4,000 offices, 190,000 agents and 35 MLSs to manage more than 500,000 showings each month. All types of offices use ShowingDesk, from major franchises like RE/MAX, Coldwell Banker, Century 21, Prudential, ERA and Keller Williams, to large independent firms such as Baird & Warner, Long & Foster and Real Estate One, to hundreds of smaller independent offices.

During the first half of 2007 ShowingTime beta-tested a new product called ShowingVoice, an automated text-to-voice system that can be integrated with the full ShowingTime product suite. With ShowingAlert, when a buyer is on a company's web site and requests a showing by clicking the "Schedule a Showing" button next to a listing, ShowingVoice immediately delivers a phone call to the listing agent: "You've received a showing request from your company website. Press '1' to accept the lead, press '2' to call the buyer now."

Likewise, with ShowingAssist (a tool enabling agents to request showings on each other's listings any time they're logged into the MLS), ShowingVoice automatically calls the listing agent to deliver showing requests. The receiving agent can be connected immediately to the showing agent to confirm, or alternatively, press a button on his or her phone to confirm.

ShowingVoice has been tested successfully by dozens of real estate offices in Chicago and Atlanta; in June/July 2007 it is being made available to members of the Multiple Listing Service of Long Island (MLSLI). Eventually, ShowingVoice will be rolled out as an add-on module available to offices using ShowingDesk Web Edition.

Product Overview – Features

ShowingTime's three primary products are used by real estate offices and MLSs:

ShowingDesk helps offices manage the showing appointment process at the front desk. Its point-and-click format is easy to use and helps streamline call activity, with all the data collected being delivered back to brokers and agents in the form of 20 useful reports. Showing notifications and feedback requests are sent automatically by the system, while unfinished tasks are logged into a task list so nothing slips through the cracks.

ShowingAlert gives offices a tool to capture showing requests on their web sites. When a buyer is browsing listings on an office's web site, they can click a "Schedule a Showing" button to request an appointment, which delivers a qualified lead to the office. Brokers also

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receive a monthly dashboard report to see how their web site activity compares with other offices.

ShowingAssist, the patented MLS-based system, gives MLSs a tool that enables members to request showings while logged into the MLS anytime of the day or night. It allows listing agents to post showing instructions and enter available hours for showings on an interactive appointment calendar. Showing agents can request showings anytime they're logged into the MLS by simply clicking a "Schedule a Showing" button next to listings. Both the listing agent and showing agent receive e-mail showing notifications after the appointment is requested, meaning the entire process can be completed without a single callback.

Differentiators:

1. Provided first web-enabled showing management system for offices, including automated showing feedback
2. Provided first showing management system for MLSs, enabling 24/7 agent-to-agent showing requests
3. Fully integrated showing management product set linking offices & MLSs

Tax - Public Record & Data Checking Products

Company Name: First American Real Estate Solutions**Product Name: Realist****Number of Accounts:** 68 – Realist customers (599,331 users)
15 – Data licensing customers (213,934 users)**General Overview**

The First American Corporation is the nation's leading, diversified provider of business information and related products and services. First American RES is the nation's largest and most comprehensive collector of property, ownership and related information.

Realist is First American's online tax data product. This is a browser based system that integrates with the existing MLS system. They currently have systems in place with most major MLS system vendors. They have increased their customer base by nearly 250,000 users in the past twelve months.

Product Overview – Features

Realist is a browser-based public record system that allows users to search and use tax data via a simple-to-use interface. Like other tax, or public record systems, users can identify properties by any number of filters. Unlike other systems, Realist provides deeper content and more intelligent use of the data. Additionally, Realist has the ability to integrate more effectively within the MLS system to combine MLS and Public Record data in unique ways.

Realist has a number of features that fit with the way agents work. Their "One Button" comp report is a quick and easy way to find up to 20 comparable listings using only a subject property. Realist also stresses the data itself. They claim that they often have more current data on their system than the local government systems because they key in directly from documents. Unlike MLSs that manage tax integration themselves, relying on tapes or feeds supplied periodically from the counties, FARES gets their update from the source, the actual mortgage instruments and recorded deeds.

Realist's GIS capabilities continue to expand. In addition to the ability to search and display public record data via the maps, Realist can integrate MLS data into show such things as Active Listings, Expired Listings, MLS Sales vs. County Recorded Sales, etc. Realist will be integrating the Microsoft Virtual Earth aerial imagery later this year. This will include the high resolution "Birdseye" images where available.

First American RES recently announced the availability of a new valuation tool which can be made available to agents and brokers through their MLS. The product is called Realist VDX and it utilizes an MLS Enhanced AVM (Automated Valuation Model) to generate industry leading home values. Agents and Brokers can install this valuable tool on their websites to attract and retain consumer traffic.

Differentiators:

1. Content and Currency. First American uses a double entry process to ensure accuracy
2. Specifically designed as an MLS product. Complete integration with MLS system

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3. Auto-populate listings and provides extensive and powerful export features
4. Specific focus on MLSs and their members

2007 Mid-Year Technology Review**Company Name: iMapp, Inc.****Product Name: iMapp & iCheck****Number of Accounts: 34 iMapp Tax Mapping Clients*****General Overview***

iMapp has been in business since 1997 serving REALTOR® Associations and Regional MLS's nationwide ranging in size from 1,000-15,000 members. iMapp products are currently being used by over 150,000 REALTORS®. The number of associations who use iMapp has increased 10% since last year and the number of users has increased 33%.

Product Overview – Features**IMAPP's Tax Mapping Suite features:**

- GIS interactive parcel mapping, aerial photos, street mapping, core tax data, updated deeds, integrated MLS data and demographic data
- Deed & Mortgage Data keyed on site with weekly updates
- Directly links from any web based MLS
- Multiple search options including Tax & MLS
- Map based searches using polygons" for tax or MLS
- Instant comparable analysis of sold properties including FSBO's
- Auto Property Evaluator instantly calculates suggested sale price for subject property
- Mailing label and farming features

iCheck

- IMAPP's MLS data validation software provides REALTOR® Associations a means to verify data accuracy of MLS listings, ensuring their quality and reliability. iCheck is tailored to the needs of each Association or MLS, applying their specific rules and regulations against selected data fields. Relevant violation data is saved for statistical analysis and fine collection; member and broker notification may be by email and/or letter and may include a copy of the erroneous field, the applicable Rule/Regulation and count of violations.

Differentiators:

1. Each system is custom designed per Association.
2. 1st Company to utilize on-line GIS Parcel mapping technology.
3. All data collected and cleaned by iMapp personnel in Tampa, Florida.
4. Focused on providing data to auto-populate along with integrating with other products to help enhance user experience and flow of process

Company Name: Courthouse Retrieval Systems Inc.

Product Name: Power Tools for Property Records®
Real Estate PowerTool
Investor PowerTool
Commercial PowerTool
MLS Products
Integrating the Real Estate PowerTool with MLS Systems
Listing Compliance Report

Number of Accounts: Over 2000 corporate customers (many with multiple users);
15 Real Estate Association customers who altogether serve
45,000 members and provide CRS products to these members
Additional association launching in July, 2007

General Overview

Courthouse Retrieval System, Inc. (CRS) was founded in 1989 to aggregate and deliver public record information to the desks of users such as real estate agents and brokers, real estate investors, commercial real estate brokers, lenders, appraisers, and anyone interested in property data.

CRS obtains property-based information, including detailed property assessor records, sales histories and warranty deeds, mortgage histories and trust deeds, demographics, auctions, GIS and tax maps, and more. CRS aggregates this information from county courthouses and other data sources on a regular basis: daily, weekly, monthly, quarterly, or annually, depending on customer requirements.

CRS provides its customers tools to access and analyze this data, including a variety of data searches, comparables analyses, interactive maps, the ability to create custom mailing lists, and a several reports which can be emailed about each property.

CRS supports its customers with complimentary personal service including toll-free first line technical support, regional representatives, training classes (some providing CEU credits), an MLS account manager, and product customization.

CRS' Power Tools for Property Records® are designed to meet the needs of individual user groups, applying typical World Wide Web conventions in order that users might intuitively use the search and analytic tools to efficiently obtain and evaluate property data and present it to their clients.

CRS has launched the Real Estate PowerTool (residential real estate agents and brokers) and the Investor PowerTool (real estate investors). The company is beta testing the Commercial PowerTool (commercial real estate professionals) and plans to launch the Appraiser and Mortgage PowerTools later this year.

CRS has interfaced the Real Estate PowerTool with 9 different MLS systems, enabling real estate agents and brokers to access CRS' tax and other property data from their MLS System and vice versa, auto fill new listings with CRS property data, and view comps comprised of both FSBOs and MLS listings.

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CRS and Rapattoni applied both RETS and SAML industry standards when they recently integrated the Real Estate PowerTool and RapattoniMLS. The SAML standard was used to implement a Single Sign on (SSO) for the systems.

Differentiators:

1. User-friendly online PowerTools with professional reports.
2. High level of customer service including personal support, product customization, and training.
3. Years of experience collecting courthouse data and maps quickly and accurately
4. Strong development expertise including use of latest industry standards when integrating with MLS Systems.

Company Name: Property Info Corporation**Product Name: Multiple product offerings (see below)****Number of Accounts:** 12 MLS Accounts
PropertyInfo currently manages over 12,000 customer accounts. It services the Realty, Title and Lending Markets primarily. In the Realty segment it services over 100,000 agents through 12 MLS Accounts. Via its PropertyInfo.com portal, the company produces more than 30,000 Property Profile reports per month.**General Overview**

PropertyInfo Corporation is a wholly owned subsidiary of Stewart Title Company (NYSE-STC) serving the title, realty and lending markets in three primary ways: data access, integrated data applications, and online product distribution through its Web portal, PropertyInfo.com. Through a single point of access, PropertyInfo.com brings together public records, aerial imagery, maps, search and extraction tools, editable reports and documents, and integrated processing applications.

Product Overview – Feature

Property Profiles - Access the Property Info national database via this powerful search engine. Use full featured marketing tools and get presentation quality reports. Enhanced with “Paint Your Farm” allowing interactive mapping with aerial imagery, street maps and other data

SureClose[®] - Agents can plug into their transactions anywhere, anytime with step-by-step online transaction information – providing your customers a new level of service and peace of mind.

SureScan[™] - Digitizes and auto-file documents into SureClose using a desktop scanning solution.

TrueForms[™] - Initiates transactions online with an online real estate forms and contracts solution

eClosingRoom[™] - Allows clients to electronically sign real estate, mortgage loan and title closing documents.

DataCafé[™] - Customizable property info data.

Private-Labels – Customers can access the property info database and search engine with their own branding

ListingChecker[™] - Ensure that all listings are of the highest quality and in compliance with MLS rules.

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AIM+™ and AIM® for Windows® - Reduce turn-time and data entry with automated title and escrow production systems

TitleSearch® - Comprehensive solution for title plants. Scan, import, index, verify, validate and search title files. Integrated with AIM® for Windows®

TitleSearch®^{Pro} - Search title plant records, or those of a third party and apply state-of-the-art Advanced Search Analysis (ASA) rules.

Advanced Title Search (ATS) - Search multiple and disparate Web sites (title plant, recorder, tax office, bankruptcy, etc.) automatically and apply ASA rules to create a consolidated Title Search Report. Integrated with AIM® for Windows®, SoftPro and Microsoft® Word

TitleWorkPlace™ - Hosts, manages and delivers applications and services to users from an off-site centralized location, and offers a secure, reliable environment for data communications.

FinancialAccess® - Full-featured accounting and management reporting system, with immediate access to crucial financial information about your company.

ClosingCalendar – Agents can manage daily, weekly and monthly closing schedules without bouncing between applications. Integrated with AIM® for Windows®

SafePay - Stop fraud and theft before it happens using SafePay, a positive pay program

See: <http://www.propertyinfo.com>.

Differentiators:

1. Integrated with AIM®, AIM® for Windows® and SureClose®
2. Single point of access to multiple and disparate data sources (Title Plant, Public Records, Aerials, Demographics, Schools, etc.)
3. Available in both Subscription and Transactional pricing models.
4. Experienced, trained professionals, with significant experience in the Realty, Title and Lending Market segments.

BLOGS

Company Name: Real Estate Blogsites**Product Name: Real Estate Blogsite, Blog Writing and Related Web Services, Virtual Assistants****General Overview**

Real Estate Blogsites™ (REB) is a provider of leading edge blogging technology and related web-based marketing products & services. The company serves top producers and large brokerages throughout the United States, Canada and Mexico. The company's clientele include the President(s) of the [CyberStar](#), [CyberProfessional](#) & [RECyber](#) organizations, STAR POWER (coming soon) and many of [Star Powers' top trainers](#), the Executive Marketing & Franchise Development Teams with [Real Living](#), [Intero Real Estate](#) & [Exit Realty](#) and many of the most influential Brokers/ Agents in North America.

Products/ Features

The technology driving Real Estate Blogsites is world-renowned for its ability to significantly improve search engine rankings. With regular blogging activity, a blogsite will significantly increase the traffic to and number of leads being generated from an agent's or broker's website. It is by far, the most effective blogging technology for improving the effectiveness and reach of agent websites.

Real Estate Blogsites also has another distinct advantage over other blogging platforms. Because it was built specifically for the real estate industry, it allows REALTORS® to post information each of their listings automatically. Recently the company also added the ability to post property videos and virtual tours as well to maximize exposure to property listings.

Blogs are one of the most valuable marketing tools available today, but in order for them to be effective an agent or broker must contribute localized content on a regular basis. Recognizing this need, Real Estate Blogsites™ has recently added a blog-writing service to help their clients get the most from their online presence. REB has also formed partnerships with companies such as VisiStat, Floorplans Online and RealPing to incorporate all these product capabilities, improving lead responsiveness and the overall effectiveness of blogging.

Key Benefits:

- New writing service which writes and posts customized blogs
- Rapid product turn-around and implementation
- World-class technology architected to maximize search engine exposure with no technical experience needed
- Automated content creation lessens the burden of regular blogging
- Structured real estate listings create ease of use and additional listings visibility
- Captyx components and lead generation tools available
- Rapid search engine indexing with regular use

Key Product Features:

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Multiple Blog Channels Available – A blogsite is unique in that it offers the ability to incorporate multiple blogs with topic oriented content into one environment. This key feature is major factor in search recognition.

Automated Content Creation – Instantly syndicate RSS feeds from your favorite sources that offer additional value to your reader or create your own authoritative topics with a persistent Google search query, your blogsite with automatically present and refresh the data on a daily basis.

Custom Widget Incorporation – in the day and age of widgets it's important to be flexible and supportive of technology growth. Your REB can incorporate almost any widget valuable to a Real Estate Professional

Structured Blogging for Listings – Data presented in just the right way is more attractive to search spiders – structured blog posts allow you to enter your listings or personal data in a very simple manor. The presentation of this data is just the way those spiders like it adding to your visibility factor!

Rapid Turn Around and Customization – Your Real Estate Blogsites is tuned, customized and branded especially for your needs with a quick turn-around; we also take the utmost care in hosting your site in the most secure environment on the market!

Visistat Analytics – Access to the best statistics tool on the market is included with every blogsite

CapytX components and lead generation – Capture your audience with baked in blog post components built specifically for this task! Generate leads with simple forms and funnels to your existing website tools.

Comment Moderation – No need to worry about mismanaging comments, you'll get an email that let's you allow, delete or save a comment before it becomes public!

Differentiators:

1. The best blog for increasing search engine placement and leads generated by an agent's or broker's website
2. Proprietary Structured blogging technology allows agents and brokers to automatically post listings as blog posts to ensure there is regular activity on the blog
3. Well versed blogging education & services provider
4. Support in writing blog posts and maximizing effectiveness of blogs

Company Name: Blogging Systems Group

Product Name: Realty Publisher

General Overview

Founded in 2005 and headquartered in Princeton Junction, New Jersey, U.S., Blogging Systems Group (“BSG”) helps organizations optimize the marketing potential of their web presence by delivered community-based blogs

Blogging Systems Group’s clients include Boston Scientific, Leading Real Estate Companies of the World, Luxury Portfolio, Agency Logic, STAR POWER Systems, Matthew Ferrara & Company, National Institute of Webographers, International Speakers Blog, Nexzus Publishing, and RealtyU. The key benefits of the BSG platform include:

Product Overview - Features

Features

Blogging Systems technology requires community involvement (geographic, corporate or topical) or active membership of a group to produce content and serve as primary contributors. The feature-rich platform developed by Blogging Systems is designed to be scalable.

Turnkey Platform – Turnkey platform is hosted by us and completely branded with the look and feel your organization desires.

Integrate Other Content – The platform includes the ability to incorporate advertising, polls, and other content into blog.

Group Blogging - Group blogging features support multiple authors, guest authors and even authors outside the community.

Tracking and Reporting - Each blog has access to statistics, and administrators have full metrics on the community at large – blog site visits, page views, click- thrus, etc.

Comment Moderation – Comment moderation alerts you to new comments via email when they are submitted. With one click you can allow a comment to appear or delete it altogether.

Social Networking - Other social networking applications can be baked into the platform to further extend its ability to foster the building of a vibrant, growing online community.

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Differentiators:

1. Multi-blog network as opposed to single blog
2. Social network features built-in Well versed blogging education & services provider
3. Turn-key solution
4. Technical, customer and marketing support following implementation of client

Broker & Agent Products

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Company Name: ADIGIDA Solutions

Product Name: RealFutureCRM 2.0

Number of Accounts: RealFutureCRM was introduced to the real estate industry on May 15, 2007 at the NAR Midyear Conference. In the days immediately following the introduction over 200 agents have signed up for the online software.

General Overview

ADIGIDA Solutions was founded in 2001. It is an established technology company focused on Internet-based programs exclusively for the real estate community. ADIGIDA is also the developers of two other real estate specific programs: [HomeHubConnect](#) for incubating long-term leads and the [iSafe Personal Home Inventory](#) to build client goodwill (and which is offered free to Realtors®).

The introduction of RealFutureCRM 2.0 is a significant release for ADIGIDA and for the real estate community. As the first program in the industry to make extensive use of Web 2.0 technology for CRM, it breaks new ground in helping agents to efficiently manage and organize their day to day activities.

In addition to providing Internet-based marketing programs directly to agents, brokers and service providers ADIGIDA provides custom programming solutions for brokers and other industry-related vendors. The company also integrates its products into a broker's Intranet and to work with their other marketing tools, and as private labeled components in other software.

Product Overview – Features

REAL FUTURE CRM 2.0

RealFutureCRM 2.0 leverages Web 2.0 and AJAX technologies (similar to that which powers Google Maps) to bring to agents and brokers a real estate specific online contact management program with unprecedented responsiveness and utility. Now there is no need to sacrifice speed for the convenience, security and economy of a web-based application.

An emphasis has been placed on fast performance and navigation, with most tasks only one or two clicks away. Pop-up windows and waiting for screens have been eliminated. Combined with in-line editing, users are able to “Get in, Get done, and Get going” giving them more time to prospect, sell, and to spend with their family. RealFutureCRM 2.0 is the perfect “fits-just-right” solution.

In the best Internet tradition, ADIGIDA offers the Standard Edition of the program free. The Standard Edition includes all of the features of simpler generic contact managers (ACT, Outlook, MLS programs, etc.) and adds those required for managing real estate prospects and transactions, such as action plans and listing and closing management. It is a full-featured product which, unlike trial or demo software, can be used for free for as long as the user desires.

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In addition to the standard contact management functions the paid version of RealFutureCRM adds features to help increase productivity such as real-time “live” PDA access, SMS text message reminders for tasks and appointments, dynamic mailing lists, and referral tracking. Future editions to be released during the summer of 2007 will add modules for agents who work with assistants, in collaborative team environments, and broker lead management, along with additional new features such as showing feedback.

With the combination of advanced AJAX technology, incredible responsiveness, fast navigation, a complete set of features, affordable subscriptions – and the free Standard Edition – it just got real easy for agents and brokers to choose their next contact management program.

Differentiators:

1. Advanced technology results in lightning fast responsiveness
2. Free Standard Edition; affordable upgrades available
3. An ideal replacement for generic contact management programs such as ACT or Outlook.
4. Can be integrated with a broker’s Intranet and other marketing programs and tools

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Company Name: Aware Concepts, LLC

Product Name: The Virtual Realty Experience (Interactive Display Kiosk)

Number of Customers: 20 accounts and growing

General Overview

Since 1997, [Aware Concepts](#) has established itself as an innovative multimedia marketing and software firm with clients like the Smithsonian, Young & Rubicam, Air National Guard, and US Army. The company uses a wide range of digital video, digital and photographic still imagery, sound, graphics, animation, and illustrations to create unique turn-key solutions and retail products.

Aware has recently turned it's attention to real estate and creating multimedia real estate marketing tools using nearly 10 years of expertise to provide realtors innovative new marketing tools. With nearly two million CD-ROM installations worldwide and over 100,000 hours of development and testing on a variety of hardware and software configurations, Aware Concepts has a solution for you. Aware has assembled a team of realtors® to design and implement a product for realtors® by realtors®.

Product Overview – Features

FEATURES: The Virtual Realty Experience (Interactive Display Kiosk for Real Estate)

- Stylish design, touch screen, and keyboards attract prospects
- Twin display screens (20" + 20", 30" + 20", or 42" + 30")
- 16"x12", 25"x16", up to 35"x20" display (the size of 2, 4, or 8 magazine pages)
- Multimedia (video, animation, and audio) capable. Run TV/Radio ads or make announcements.
- **Customizable Exterior** (color, logos, & text) has magnet attachable surface
- **Stand alone self service** terminal
- **Customizable Display** (up to six buttons included)
- **Lead Capture** with near instant feedback (email & text messages)
- Prospects can **search the MLS** using your IDX account
- Prospects can **search your website** (and your affiliates)
- **Google map** each listing or personal billboard selected
- **Bilingual** (English – Spanish) capable
- **Personal Billboards** (advertise office, team, individual agent or affiliates)
- Can be **UPDATED DAILY** via Internet

ADVANTAGES:

- **Exposure** – Typical mall has 350,000 – 1,000,000+ visitors per month
- **Exposure** – High traffic locations (shopping malls, airports, etc.) mean lower cost per exposure
- **Exposure** – Get more of your message across to more people using multimedia (and bilingual)

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- **Low Cost** - As little as \$0.75 per day per listing (location dependent) – even less in year two
- **Updated daily** - Via high speed Internet connection
- **Instant feedback** - Via text message and email direct to listing agent, office, or personal billboard
- **Search** – The featured listings, the MLS (IDX), and your designated website(s)
- **Branding** – Your name/logo/commercial/jingle in the marketplace with a customized kiosk
- **Non threatening (stand alone)** - Self service engages prospects early in buying and selling process
- ♦ **A complete Turn-Key solution** for Office(s), Agents, or Teams (call for details)

Differentiators:

1. Internet allows: Daily Updates, MLS/IDX searches, Website searches, & Google Mapping
2. Lead capture, Listing tool, and High traffic area (malls, airports, etc.) billboard and branding
3. Bilingual capable (English-Spanish, etc.)
4. Turn-Key solution (Includes hardware, software, insurance, Internet, maintenance, & more)

Company Name: Fidelity National Real Estate Solutions

Product Name: AgentOffice®

Product Overview – Features

AgentOffice - From single agents to some of the most successful real estate teams, AgentOffice's user base is a Who's Who of top real estate professionals. Created specifically to serve the Customer Relationship Management (CRM) needs of individual real estate agents or teams, AgentOffice automates every aspect of selling real estate from prospecting and appointment setting to listing and closing tracking. AgentOffice incorporates a contact manager, electronic scheduler, listing manager, sales manager, presentation designer, document manager, word processor, CMA maker and integrated HTML e-mail into one powerful, yet easy to use program.

Differentiators:

1. An out of the box Customer Relationship Management solution with 3 users by default.
2. With configurations ranging from a stand-alone install to a client-server configuration, AgentOffice provides you with full control of your data.
3. Synchronization tools to provide capabilities to sync your data with all the most popular devices available on the market today, along with Outlook and Outlook Express.
4. Integrations with leading software products such as TransactionPoint®, Zipform® (WINForms®) and Trueforms®.

2007 Mid-Year Technology Review**Company Name: Fidelity National Real Estate Solutions****Product Name: Broker BackOffice Pro™****Number of Customers: Over 3,600 brokerages*****General Overview***

The stated mission of Fidelity National Real Estate Solutions (FNRES) is to empower brokers, MLS providers, agents, lenders, mortgage providers, service providers and other real estate professionals with world-class technology, services and information. FNRES understands that accurate, in-depth information is essential the critical business decisions their customers make and they endeavor to create value for them by providing the products and services that enhance the way they do business. Their goal is to continue to set the standard for excellence in customer satisfaction and product innovation in the years to come.

Product Overview – Features

Broker BackOffice Pro is comprehensive office management software to automate and streamline real estate office processes. It was created specifically by the real estate industry for the real estate industry and includes the ability to manage associate's commission splits, monthly billing, office listings and closings, calculate company dollar and track escrows while helping with recruiting, showing set up and marketing. Features include:

- Real estate related Listings and Closings Management
- Powerful Agent and Client Contact Management including electronic document management
- Fully automated Accounts Receivable, Accounts Payable, Commission set up and distribution, Company Dollar, Transaction Fees and Invoicing – including emailing of invoices
- Integration with accounting packages such as QuickBooks, Peachtree and Microsoft Small Business Accounting
- In-Depth Reporting to measure office productivity and performance
- Included Add on Excel based reporting to help provide additional drill down and customized reports – plus create any charts and graphs
- Integrated with various regional reporting tools
- Integrated email with form letter templates
- Superior marketing and recruiting tools

Differentiators:

1. Configurations ranging from a stand-alone install to a client-server configuration, Broker BackOffice Pro come with four users and the ability to manage two offices right from the start. Additional users and offices can be added.
2. Product lets you choose which accounting package you are comfortable using – from QuickBooks, Peachtree or Microsoft Small Business Accounting.
3. Front and back office tools included in package, no additional “modules” to purchase.
4. One time set up fee and set monthly rate no matter the number of associates you have.

Company Name: Hillside Software**Product Name: Virtual Office HomeCards****General Overview**

Hillside Software is a leading developer of Real Estate Software in the U.S.A. The company is based in Englewood, Colorado and has been providing technology solutions to Real Estate and Mortgage professionals for over 16 years. During this period Hillside has installed more than 30,000 systems throughout the USA and abroad. Hillside provides a fully integrated suite of Internet Marketing and MLS Enhancement Tools including the highly acclaimed HomeCards Lead Incubation & Management system.

Product – Features

Virtual Office HomeCards: Turn leads from your website and people you meet into “Clients for Life” with Virtual Office HomeCards. HomeCards are private, password protected websites providing everything your clients need for ‘Finding to funding to furnishing’ their new home. Each HomeCard survives the transaction and becomes a permanent website for their property. FREE Agent Website templates are included, plus HomeCards can be integrated with ANY existing website.

BROKER Features:

Provide your agents with the tools they need to attract, manage and close leads. Use HomeCards to increase online clicks, effectively manage and incubate prospects and turn them into sales.

We help Broker/Owners across the US with the following solutions:

- Agent Tools for better follow up and LEAD Incubation.
- Dedicated IDX/ILD Broker Website Search.
- Lead Capture Systems for your Brokerage Website.
- Automated LEAD Follow-up campaigns for higher conversion rates.
- LEAD Distribution Systems to deliver the LEADS to your Agents.
- Powerful Agent Websites to Build YOUR Brand and business.
- Custom Designed Brokerage Website Portals available.
- Showcase featured Lenders and Home Service Providers on the site.

AGENT Features:

The HomeCards System enhances your website by offering compelling reasons for visitors to register, and provides effective tools for you to manage and incubate these leads, converting them into closed transactions and 'Clients for Life '.

- Drive traffic to your own website. Capture and convert this traffic into Leads and Transactions.
- Effectively brand yourself and your business with HomeCards. Users log in with their own email address and password.
- Get real-time notification of all user activity on your cell phone and/or email inbox.

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- Make your consumers feel empowered and involved. They can discretely look for homes without feeling pressured.
- Create valuable relationships which last a lifetime. HomeCards are permanent websites that allow you to build 'Clients for Life.'
- HomeCards differentiate you from the competition, increase client retention, build more referrals and help you better serve your existing client base.

Differentiators:

1. **Daily HomeCard Summary:** The system provides powerful tools to track and incubate leads. At any time you can see which users have logged in and when, all Searches they have run, properties they have bookmarked as well as every Auto Property Alert they have received.
2. **Lead Behavior Modeling:** HomeCard Manager Lead Behavior Modeling. An exclusive HomeCards feature which gauges and ranks leads based on each user's behavior on the site. Predetermined metrics and patterns allow you to quickly separate the real 'Prospects' from the 'Suspects'.
3. **Rules Based Software:** Our automated 'rules based' software is designed to effortlessly incubate, manage and distribute leads. All inquiries and leads are sent directly to designated representatives, based on the parameters that you have internally defined.

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Company Name: IDC Global

Product Name: datafloat

Number of Accounts: 25 accounts in the US, UK, France and Germany

General Overview

IDC Global is one of the few companies that have a working multi-lingual real estate broker system. Their main office is in New York City with branch locations in London, England and Paris, France. Currently serving several large real estate firms around the U.S. IDC has recently landed several more international accounts. With well over 70,000 agents using the system IDC is by far the largest technology company serving the Global Real Estate Industry.

In the U.S., their primary focus has been on the large broker market serving clients that would typically have 600+ agents. The services they provide for these companies can include full listing management systems, integrated forms/contract modules, CRM modules, broker/agent websites with lead management and transaction management..

Product – Features

The key to the data float product line is the integration of data. IDC looks at data, whether it is a listing, a customer, or a transaction as just data and their system has been designed to manage this data very easily across multiple platforms. The IDC products work online and offline exactly the same using the identical IE browser interface. They also don't require any big executables to be downloaded as they leverage the power of the browser very nicely.

One of IDC's specialties is helping large real estate firms that span multiple MLSs. They establish data feeds from all of the MLSs and then provide the firm a common real estate platform for their agents to use. The system can include:

- Full listing management with broker CMA
- Lead integration from corporate site through to productivity modules
- CRM/Contact Management
- Lead Management
- Broker/Agent websites
- Forms/Contract Management Systems
- Transaction Management

Differentiators:

1. Use of offline technology, with heavy AJAX client for feature rich, scalable systems
2. Ability to provide differentiated product for Brokers, branded with distinct report and forms.
3. Able to interface easily with non IDC broker products, such as accounting, back office, MLS, tax data.

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4. Extremely flexible product set. Customizes products to customer needs. They don't believe a canned approach is realistic for real estate firms who desire to differentiate themselves in their markets.

Company Name: Listing Book, LLC

Product Name: Listing Book

Number of Accounts: 86,000 agents

General Overview

Listingbook™ LLC, based in Greensboro, N.C., founded by industry veterans Bob and Joan Milman, 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. With 19 employees, Listingbook is now expanding to service Realtors® and their client's nationwide. Recently, well known and proven executives in real estate technology such as Todd Colthorp and Ira Luntz have joined the Listingbook team. 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 soon have access to this private real estate community portal.

Product – Features

Listingbook is a Client Servicing application that is a natural extension of today's MLS systems. Listingbook works with any MLS system and is customized on a site-by-site basis to match the local MLS data definitions and business rules. Beginning in 2001, Listingbook has been in daily use by over 3,000 agents and over 35,000 Buyers and Sellers in the Triad NC area. Listingbook allows MLS active Agents to register their Buyers and Sellers and give them access to a rich content, collaborative and personalized web-based application that searches listings, provides CMAs, manages Open Houses and Showing Appointments, organizes tasks, and provides daily communications and informational updates between the Agent and their clients. Agents and their Clients love Listingbook. The company receives unsolicited customer testimonials on a regular basis! By empowering the consumer, while constantly keeping the Agent in the middle of any communication, Listingbook builds a local web community of interested parties to the transaction and helps sell real estate.

Differentiators:

1. Listingbook is a CLIENT-CENTRIC system versus a Listing-Centric MLS system. By focusing on client communications, Listingbook keeps clients informed on a daily basis about local market activity. This is a boon for sellers, who often want to know how the market is doing around their listing, how many buyers are viewing their property online, and what people are saying after a showing.
2. Listingbook is MLS system agnostic. As a natural extension to any MLS system, Listingbook is a natural add-on that Agents love. The Listingbook service includes all implementation, customization, training for ALL agents, and documentation. There is no "per-member" cost and Listingbook does not charge any site license fees.

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3. Listingbook is market proven. With over six (6) years of use, 223,000 client accounts created, frequent product updates, and low-cost LINUX implementations, Listingbook now successfully services over 5,500 agents and 45,000 buyers and sellers every day.

4. Listingbook has a seasoned team of dedicated professionals and very deep and committed funding resources.

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Company Name: Most Home Real Estate Services, Inc

Product Name: eTeam

Number of Accounts: 800 Broker Offices
25,000 real estate professionals
Over 20 major partnerships

General Overview

Most Home provides high touch customer service and technology solutions to help real estate companies increase their lead conversion rate, build their online brand and increase their core service revenues. With Most Home's full service eTeam lead management services, each inquiry is professionally responded to, qualified and incubated by the eTeam contact center until they are ready, willing and able, and then individually distributed to real estate professionals in the field.

Product - Features

eTeam Lead Management Services provides outsourced lead response and management for real estate companies effectively acting as an extension to their office, fully qualifying each potential client, while delivering personal service. With the high demand of consumers for instant response, Most Home's eTeam supports a real estate company's online marketing effort to provide an enhanced level of customer service for home buyers and sellers.

Staffed by licensed professionals, the eTeam Contact Center acts as an extension to the real estate company, fully qualifying each potential client, while delivering responsive personal service:

- Responds First - As the real estate company's frontline customer service arm, each lead is personally reviewed and responded to, within minutes by an eTeam customer service representative.
- Qualifies Prospects - Every lead is ranked, and prioritized according to timeliness, motivation and ability. Qualified leads that are ready to close a transaction are immediately directed to real estate professionals.
- Incubates and Manages Customers - Leads that have a longer purchase horizon are placed them into an incubation system and managed by the eTeam until they are "ready, willing and able".
- Converts - Once prospects enter the buy or sell zone, an eTeam customer service representative immediately directs the lead to real estate professionals in the field.
- Reports - Most Home's eTeam measures and manages the real estate company's online investment with progress reports and key ratios that track ROI.

Differentiators:

1. High tech and high touch - Most Home's eTeam Lead Management Services combines a sophisticated lead management system and a Contact Center staffed with highly skilled, customer focused, real estate licensed professionals.

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2. Proprietary lead qualification - Most Home's real estate licensed eTeam Contact Center staff qualifies for motivation, timeliness and ability, acting as the broker's virtual (licensed) assistant.
3. Proven lead incubation - Most Home converts prospects with long term purchase horizons through incubation action plans for managing highly personalized client and prospect communications.
4. Full service - One of Most Home's key competitive differentiator is our ability to provide full service lead response, qualification, and incubation services to our clients. eTeam provides significant brand building agent retention/recruitment advantage

Company Name: Most Home Real Estate Services, Inc.

Product Name: Wireless Realty
MarketLinx Wireless
Matrix Wireless

Number of Accounts: Most Home's wireless MLS solutions are in use by more than 24 MLSs and Associations representing over 337,000 real estate professionals.

General Overview

Most Home is the industry's largest provider of wireless MLS services to MLSs and Associations through exclusive OEM channel partners including Tarasoft Corporation and MarketLinx, Inc.

Wireless Realty is a customer-focused wireless MLS system that significantly enhances the home buying and selling experience real estate professionals deliver to consumers. With Wireless Realty real estate professionals will be able to more effectively respond to clients with information on the properties they are inquiring about any time, any where.

Product – Features

Wireless MLS Feature Set

- View all recent market changes in the MLS database with the 24 Hour Hotsheet
- Search listing information and access critical property details
- View multiple full-color property photos
- E-mail listing reports to prospects and clients in HTML and text format
- Search agent and office roster contact information

Industry Leading Technology, Full Customization

- State-of-the-art web-based technology. This means that no download or installation is required to run the application
- Unique search criteria and listing details display per property type
- Ability to handle parent-child relationships such as area hierarchies and property types
- Customizable e-mail listing reports
- Server side caching of listing images to minimize data plan impact
- Compatible with any device supporting HTML browsing
- Unified sign-in and authentication with MLS system, eliminating the need for multiple usernames and passwords
- Full compliance with security protocols including RSA Security and SAFEMLS™ (coming soon)

Complete End-User Support

- Toll-free live support and e-mail support
- Full support package included, branded to MLS organization

Extended Marketing Support

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- Comprehensive marketing kit available to ensure a strong launch and ongoing adoption of wireless MLS service

Differentiators:

1. Most Home provides an end to end solution, providing registration, marketing and end user
2. Marketing support for the MLS or Association, to assist with the launch and ongoing promotion of the service.
3. Full Customization of all search and results fields – per property type. Area and sub-area drop down lists auto populated for quick selection
4. Industry Leading Technology that is RSA Security and SAFEMLS compliant.

Company Name: NAR – Center for REALTOR®
Technology

Product Name: Numerous broker and vendor products/utilities

General Overview

NAR's Center for REALTOR® Technology is available to assist REALTORS® as a resource for real estate technology. As NAR's technology advocate, CRT serves as an implementation consultant and information resource providing REALTORS® and the industry with industry-specific technology insight. We would recommend that any real estate professional with technology needs become familiar with the products and services offered through CRT.

Product – Features

Messenger

The Messenger system (Messenger) is an event based notification system. The new release of Messenger is a simpler and more powerful messaging application that allows calls to be placed to a predetermined number and translates a written message, such as an email, into a voice message

No Scrape

NoScrape provides protection against displayed inventory data being "scraped" from your website.

Policy Page

This software allows you to translate MLS Internet display policies into rules that can be used to scan participant and subscriber websites for compliance.

reCaptcha

The reCaptcha project is security process for identifying real people versus machine scrapers.

REALTOR® Secure

REALTOR® Secure is a best practices program designed by CRT to assist MLSs, associations, industry vendors and REALTORS® by helping to prevent business interruptions and protect information from internal and external risks. It is a three part certification process including (1) self review, (2) 3rd party security review, and (3) certification.

RETS

Variman

A free MLS RETS server software that allows the use of business rules when distributing Multiple Listing Service information.

vieleRETS

An easy-to-use app to download listing information from their MLS and store it in a variety

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of formats The tool is free, uses the RETS standard and is easy to use with Open Realty (OR) based websites

ezRETS

ezRETS enables members to easily transfer information from your MLS to desktop applications like Word and Excel. ezRETS allows you to easily connect to RETS servers via an ODBC driver and can provide info for custom CMAs, marketing brochures and ROI analysis.

White Papers & Research

CRT provides a number of market studies, white papers and surveys each year on a wide variety of subjects important to our industry. Hyperlinks to recent studies are included below:

2007 REALTOR[®] Technology Survey

[http://www.realtor.org/CRTWeb.nsf/files/2007technology_survey2.pdf/\\$FILE/2007technology_survey2.pdf](http://www.realtor.org/CRTWeb.nsf/files/2007technology_survey2.pdf/$FILE/2007technology_survey2.pdf)

2006 MLS Technology Survey

[http://www.realtor.org/CRTWeb.nsf/files/2006_MLS_Tech_Survey_final.pdf/\\$FILE/2006_MLS_Tech_Survey_final.pdf](http://www.realtor.org/CRTWeb.nsf/files/2006_MLS_Tech_Survey_final.pdf/$FILE/2006_MLS_Tech_Survey_final.pdf)

Differentiators:

1. CRT serves as a technology resource to provide information and technology solutions to the real estate community.
2. CRT is a key driver to create standards in the real estate industry such as RETS.

Company Name: Point2 Technologies

Product Name: Point2 NLS (Point2 National Listing Service)

Number of Customers: 130,000 members in 85 countries,
- 81.7 percent in the U.S.
- 11.6 percent in Canada
- 6.7 percent > other

General Overview

Point2 Technologies provides online marketing and eBusiness software solutions for the real estate and heavy equipment industries. Leveraging Point2 proprietary and patented technology, Point2 develops and markets software solutions that enable organizations to conduct business over the Internet more easily and more profitably. The company is the largest provider of online marketing and lead management software for real estate professionals, with over 130,000 brokers and agents subscribing to [Point2 NLS](#), in 85 countries. 1000 new members continue to join Point2 NLS each week. Drawing on rich listing content generated by its growing membership, Point2 also owns and operates the consumer property listing and agent directory search site, www.Point2Homes.com.

In the heavy equipment sector, Point2 is one of the largest providers of e-commerce solutions. The company's technology powers Caterpillar Inc.'s global heavy equipment dealer network. Point 2 also owns and operates www.UsedIron.com, one of the largest used equipment venues online.

Founded in 1996, Point2 Technologies is privately held and employs a staff of 100 at its headquarters in Saskatoon, SK and its Vancouver, BC offices. More information can be obtained at www.Point2.com.

Product Overview - Features

Point2 NLS™ (Point2 National Listing Service)

[Point2 NLS™](#) is the national marketing and advertising platform exclusively for licensed real estate professionals. The system is a listing repository hub from which the user can launch, control and manage all the advanced online marketing and lead management

Point2 NLS leverages proprietary Point2 [Agent Handshake™ technology and the industry's largest listing syndication and distribution network](#) (Point2 Exposure Engine™) to allow members to harness the power of organized real estate by instantly syndicating listings to thousands of peer websites and consumer search sites of their choice, and presenting them to matched buyers.

Easily integrated with any real estate marketing platform on the market today, such as website solutions hosted by third party service providers, Point2 NLS includes a suite of online marketing and lead management features and services that members can instantly and selectively deploy to drive their online marketing, automatically and conveniently tapping listing content already entered into the system.

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Some of the capabilities of Point2 NLS include a world class Point2 agent, broker, builder or property manager website, an advanced blogging platform, a leading edge lead routing, lead management and incubation system with advanced predictive marketing technology, and reports and analytics to help demonstrate to prospects and clients the value and effectiveness of marketing efforts, as well as to help substantiate significant or tough recommendations such as price reductions.

Every marketing channel is under the user's complete control and can be turned off or on at their will. This includes other local members' sites, many major international syndication partners, and the member's own personal website, all with deep analytics to help the user to measure and improve the effectiveness of online marketing efforts and plans.

Point2 NLS, a member-controlled listing repository, advertising and cooperative marketing platform is connected to some of the most prominent real estate advertising venues in existence.

With a single mouse click Point2 NLS members can send their listings off to Google Base, Point2 Homes, NYTimes.com, to local Point2 NLS members' websites, to Yahoo!, to Trulia, Oodle, Propsmart, Edgeio, US Condo Exchange, Vast.com, House.com, CiyCribs.com and many other sites. Listing advertising on Craigslist, eBay and Backpage.com is also easily enabled directly from Point2 NLS, as well as on the member's personal website, and to a total of 22 busy, influential real estate marketplaces. A complete list of third party consumer search sites that drive a live feed from Point2 NLS can be viewed at www.Point2NLS.com.

Differentiators:

1. Point2 NLS boasts the industry's largest listing syndication and exposure network. The platform gives users complete control of their most valuable marketing asset, their listings and enables them to selectively feed listings to a total of 22 syndication partners today. The system also enables selective agent-to-agent and broker-to-broker cooperative marketing and listing advertising syndication using Point2's proprietary and patent pending technology, Agent Handshake, to maximize exposure through listing exposure on thousands of real estate professionals' websites, simultaneously. The power of their data analysis clearly provides an advantage to their customers in managing inventory, market share, and recruiting top agents profitability.
2. Point2 NLS is exclusive to licensed real estate professionals and does not incorporate a consumer facing property search capability. It is free to join (with no time limit) and offers to users all the advanced online marketing tools they need to market listings and manage leads online, all through a single, easy to use, central control centre/screen. The power of their data analysis provides tools we have not found anywhere else to help large real estate firms understand and manage their operation more effectively.
3. All Point2 NLS driven listing advertising and exposure drives leads directly to the member's website, with no intermediaries.
4. Point2 NLS helps users to capitalize on social networking to maximize success. From a public forum such as www.Reliberation.com, an optional world class Point2 Blog and/or website, the Point2 NLS members' Message Board, agent-to-agent cooperative

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listing advertising and relationship building capability, Point2 NLS members have access to numerous and unique opportunities to drive exposure and leads.

Company Name: Terradatum

Product Name: Broker Metrics and Agent Metrics

Number of Customers: Terradatum serves firms that comprise over 2,000 offices. 45% are single-office brokerages, 55% multi-office. Their services are available in over 100 MLS markets across the country and they continue to grow their coverage by adding 3-5 additional MLS markets per month.

General Overview

Terradatum products provide granular visibility into corporate market positioning combining the ability to view market penetration and changes in real time across every market and every agent where the company does business. The company has almost doubled the number of accounts and the number of MLS markets it serves in the past twelve months.

User Interface – Features

The AgentMetrics product was designed to view market share, market dynamics and pricing and has “agent-friendly” usability. The agent can perform a pricing analysis of a listing to create hard data to share with a client on realistic pricing for their home. They can show clients what kind of market share they have versus a competitor, and educate their client on dynamic market trends. The reports are very compelling.

BrokerMetrics is at the heart of Terradatum’s technology. With this product they target clients with hundreds of agents and multiple offices. This tool is designed for agent analysis, recruiting, efficiency tracking and business modeling. The product analyzes raw MLS data, integrates it with key company data, and presents results in reports with amazing detail.

These tools are what large firms with multiple offices have been trying to build themselves for years. In terms of broker market analysis, Terradatum offers a unique and superior product.

Differentiators:

1. The power of their data analysis clearly provides an advantage to their customers in managing inventory, market share, and recruiting top agents profitability.
2. The power of their data analysis provides tools we have not found anywhere else to help large real estate firms understand and manage their operation more effectively.

Company Name: Threewide**Product Name** ListHub

Number of Accounts: 20 MLS Markets
Threewide connects with each MLS in order to make ListHub available to the brokers in that MLS market. Purchase of ListHub is made by the brokers should they choose to use the program.

General Overview

Threewide Corporation was founded in 1999 and has been focused on data management needs within the real estate industry since its inception. Threewide is the progressive leader and marketplace standard for data capture, repurposing and exporting within the real estate vertical. Today, Threewide works with a majority of the largest MLSs in the nation, representing over 400,000 agents in their combined membership. Threewide's expertise in data distribution is now available to the brokerage community via ListHub.

Product Overview – Features**ListExporter**

How It Works:

1. Brokers use the ListHub Dashboard to choose the Web site channels to market their company's listings.
2. Leveraging listing data that already exists in the MLS, ListHub sends listing information to the Internet marketing channels of the brokers' choice. Current channels include: Google Base, Trulia, Vast, Oodle, PropSmart, Edgeio, and Hotpads, with Windows Live Expo, Cyberhomes, Homescape, and HomesJustListed.com coming online soon.
3. ListHub provides links to the broker's Web site to ensure the consumer is sent directly to the most detailed information about the property, and then the consumer can search the entire inventory while on the broker's Web site.
4. ListHub monitors and collects traffic information from each channel regarding each listing.
5. ListHub provides detailed traffic reports, helping the broker determine the best Internet marketing channels.

Differentiators:

1. Listing syndication without data entry due to MLS integration. Use of MLS content also ensures the most up-to-date information.
2. All web site destinations in current version of ListHub are free to the broker.
3. Links and branding displayed on all Internet search sites are broker-centric.
4. Large brokers and multi-MLS companies can request custom syndication plan.

Website Developers/IDX Vendors

Company Name: Ram Web Solutions

Product Name: Real Estate Office and Agent Web Sites

Number of Accounts: 45,000

General Overview

Computer VAR Founded in Houston, Texas 20 years ago. Real estate companies became our main customer base shortly thereafter. The company moved to Atlanta five years ago and began building real estate web sites.

Product Overview – Features

WEB SITES INCLUDE THE FOLLOWING FEATURES:

- Advanced MLS Search Engine*
- Additional Listing Images*
- Access to Virtual Tours*
- Display Your Featured Listings*
- Client Registration Choices*
- 50 Customizable Web Site Pages
- 80 Theme Templates
- Franchise Specific Themes
- Get-a-Map
- Tell-a-Friend
- Featured Links (Unlimited)
- Real Estate Term Explanations
- Real Estate Marketing News
- UNO (Give every listing a website)*
- VIP (Save your MLS searches)*
- Home Scheduler (Make Home Appt)
- Guest Book (Client Testimonials)
- CMA (Comparative Market Analysis)
- Mortgage Calculators
- Buyer Tips
- Seller Tips
- Zillow Integration (Instant Auto CMA)
- Choice Listing (Page featuring your choice of MLS listings)*
- Spotlight Listing (Feature a listing on your web site home page)*
- Free Buyer Tips
- Free Seller Tips
- Certification Logos

Differentiators:

1. Broad variety of real estate website tools
2. No contract requirement, no set-up fee

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Company Name: WolfNet Technologies, LLC

Product Name: mlsfinder.com, MapTracksSM, LeadManagerSM, TrafficRouterSM

Number of Accounts: 60,000 + agents and brokers nationwide.

General Overview:

Founded in 1995, WolfNet is a pioneer in Broker Reciprocity, IDX, VOW and map-based property search solutions. WolfNet currently serves broker and agent customers in more than 115 MLS markets while hosting more than 3 million IDX listings and over 15 million IDX photos. WolfNet provides IDX subscription services to agents, teams, and local, regional, and national real estate companies. The Company also offers comprehensive web solutions for brokerages of nearly all sizes. WolfNet growth has been consistently strong nearly doubling its staff and revenues during the past two years.

Product Feature / Service Overview:

1. MapTracksSM Map-based Property Search. During the first quarter of 2007, WolfNet unveiled its MapTracksSM version 2.0 upgrade. MapTracksSM allows end users to search for properties by viewing and clicking on a map to set their search area and to visually display matching properties on the maps. As users modify their selected map area or any other search criteria, the matching property count is updated in real-time. MapTracksSM also works in conjunction with SearchSaverSM, which allows users to save searches and receive email notifications when new listings match. MapTracksSM 2.0 improvements include click-and-drag for zooming or panning as well as aerial and hybrid imagery, color-coded property types, and integrated listing detail maps with points of interest such as schools, parks, restaurants and public transportation.
2. LeadManagerSM – Lead Distribution, Management and Conversion. WolfNet offers systems and services from lead generation through conversion and closing. LeadManagerSM sorts leads as they arrive according to whether it's a buyer, seller or prospective relocation transaction. The product allows brokers and teams to assign, distribute and track leads from receipt to closing. The system allows each Company to set up its own rules for lead distribution and management, and extensive reporting tools make it easy to hold sales associates accountable for follow up. Certain distribution settings may permit leads to only go into the LeadManagerSM system when they're ready to talk with an agent. Leads that are many months or even years away from action may go into a separate incubation mode. Brokers can also opt to automatically send new incoming leads directly to their agents, based on numerous defined criteria.
3. Modular Company Intranets. WolfNet has been developing its Broker Intranet product over the last 4 years and the system can accommodate brokerages of all sizes. The system is consistent with all of WolfNet's offerings in that it based upon a core infrastructure along with optional expansion "modules". Currently, brokerages can choose from among 70 + Intranet modules in order to meet their specific needs. Custom modules are built upon request.

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4. Regional Web Site Systems. WolfNet has developed a Regional web site system that brings independent brokers together from the same real estate brand in order to gain a competitive online advantage. The concept shows how the whole can be greater than the sum of the parts. In particular, this is true in terms of gaining local and regional brand recognition that could be far too costly for a single broker to achieve. The Regional web site system operates under a “host” model and distributes leads to each office based on agreed criteria. Each individual brokerage can log in to generate lead reports, manage agents, access the BackOffice user management tools, etc. The Regional web site system also offers co-branded office and agent web sites that employ the same robust technologies and features as the Regional web site.

Differentiators:

1. Industry experience. WolfNet has been developing internet based residential real estate technologies for more than 8 years. During this time, its principals, managers, and senior staff members have consistently participated in a broad range of industry trade shows and conferences as speakers, attendees and exhibitors. WolfNet has also developed and cultivated relationships with many of the industry's top companies and has successfully developed and maintained an excellent reputation as a solid player in its space.
2. Integration of Open House and Sold data. Many MLSs have begun to offer open house and sold data to further enhance IDX offerings to their members and an effort to ensure that their members' websites remain the best source of real estate listing information available. WolfNet took swift action and built and deployed an updated IDX interface that seamlessly integrates open house searches and sold data searches in addition to its current active listing searches. The updated interface is available in all markets where open house and sold data are available as part of a MLSs IDX data feed.
3. Traffic Routing. In response to an increased demand for regional and national IDX systems, WolfNet developed TrafficRouterSM, which is a tool capable of accepting a user's search criteria and then routing web site traffic directly to the search results of WolfNet hosted IDX systems. Routing rules can be based upon any number of criteria including established territories, zip codes, historical sales performance, and weighted round-robin formulas, just to name a few. WolfNet's TrafficRouterSM technology was most recently deployed by Keller Williams® Realty International in connection with its new national property search platform available at kw.com.
4. Data security. WolfNet takes its data license agreements very seriously and has a 2 tiered approach to handle SCREEN SCRAPING. They monitor every session for abuse by timing the number of actions per time-frame. When their system notices abnormal behavior, it locks that person's IP address out for a period of time. If repeated abuse is detected, they lock out the entire class c IP addresses and a report is created for the MLS that includes a comprehensive incident report along with their methodology.

Voice Technologies

Company Name: realPING LLC

Product Name: realPING Click To Talk NOW

Number of Accounts: 10,000 + including over 6,000 REMAX associates

General Overview

Core Belief: the power and immediacy of a voice interaction can be integral in the conversion process.

NAR Research indicated that up to 78% of consumers reaching out to a real estate professional will “deal” with the first one that gets back to them. realPING connects engaged consumers with answers NOW. realPING code is embedded in a growing number of web services that agents rely on to market their abilities. For brokerages, realPING offers a fully customizable API that can power thousands of agent sites.

Product Overview – Features

realPING is a VoIP-enabled 'CLICK TO TALK NOW' service agents use throughout their e-marketing to become a 'first responder'. Statistics from the National Association of Realtors indicate that 78% of the time, consumers will 'deal' with the first agent that gets back to them. realPING is a 'Conversion Tool' that turns prospects into clients, and allows Associates to directly engage web visitors.

When a consumer has questions, a call is initiated and their phone rings within three seconds. Simultaneously the Associate's phone (cell or landline) rings and the call is immediately bridged. The call to the Associate is identified as coming from their website with a unique realPING Caller ID. At any time during the call the Associate can PUSH any content to the caller's browser remotely. Pages that are usually 'PUSHED' include websites, new listings, mortgage information and virtual tours.

Differentiators:

1. Real Estate professionals know the call is coming from their website, email or tours
2. realPING has the patented PAGE PUSH, the ability for the real estate professional to remotely deliver and content to the callers desktop- the professional does not have to be near a computer.
3. We deliver demographics on the neighborhood of the caller.
4. Cost effective WOW factor system that is also a great listing tool

Company Name: Standard Voice Networks, LLC.

Product Name: VoicePad

Number of Accounts: VoicePad operates in approximately 100 markets in 33 states with 120 actual customers. VoicePad's customer base is comprised of approximately 60% mortgage companies (such as Wells Fargo, Chase Home Mortgage, Countrywide Home Loans, Fifth Third Mortgage, etc.) 40% real estate brokers (such as Century 21 Realty Group, Harry Norman Realtors, Coldwell Banker McMahan, NRT, etc.). VoicePad has recently been granted "approved supplier" status from Realogy.

General Overview:

Randall Standard, VoicePad Founder and 20-year wireless telecom executive, organized, funded and developed the VoicePad platform starting in early 2002. VoicePad launched commercially in March of 2004. Central to the VoicePad marketing system is its dynamically adjusted, bilingual speech platform aptly named "Eve" (currently available in English / Spanish). The original VoicePad value proposition is simple: deliver both time and place utility to automated marketing efforts while providing better conversion-rates, higher quality lead data that leads to higher internal capture-rates of in-house services than web-based alternatives (effectively monetizing a broker's listing inventory).

In 2007, VoicePad began marketing an MLS®-integrated product that, in addition to the automation of service provisioning and service delivery, bilingually speech-enables the entire listing inventory of a market. The revenue-generation potential of the VoicePad speech-enabled class of computer-telephony applications is significant.

Product Overview - Features

VoicePad® Home-Connect (Single-Solution Unified Platform)

"Eve's perfect-diction" automated bilingual, property presentation creation and delivery platform...married to the VoicePad state-of-the-art interactive voice marketing system that allows customer-preferred, automated bilingual property presentations (sale and rental vocabularies) to be delivered via phone and streaming media...that notifies agents immediately via text and email upon inquiry...with a lead incubation, management platform (1)...that tracks media effectiveness from "curb," print, broadcast and web marketing efforts...packaged with "one-click" property inquiry trend & detail reporting system...from a state-of-the-art User interface...which transfers new potential customers to Realtors® and monthly payment calculator sponsors (yes, mortgage companies) in real-time via the phone...that integrates with MLS® data for complete automation of service provisioning and language creation.

2007 Mid-Year Technology Review**VoicePad® Web-Connect**

“Eve’s” high-quality property presentations can be streamed live to a property website adding dynamic bilingual human voice (to otherwise quite web pages)...from a simple toolbar that includes links to an English or Spanish property presentation as well as a live, web-initiated phone call icon which connects potential buyers to additional automated options or directly to an agent.

All activity is tracked via the VoicePad® Home-Connect lead incubation and management platform.

VoicePad® Mobile Search-Connect (1)

“Eve’s perfect-diction” automated bilingual speech platform is combined with a high-demand, telephony-based, consumer-facing, street number address search...that follows idx® guidelines of host broker identification...which is accessible from any phone, anytime, anywhere.

All activity is tracked via the VoicePad® Home-Connect lead incubation and management platform.

VoicePad® PDA-Connect

Non-WAP MLS to PDA application (native Blackberry, Palm and Windows Mobile controls) with over-the-air updates, full photo display, mapping application, on-the-fly property brochure creation, agent contact database, branded payment calculator and Realtor® comments. This application is designed to operate from the VoicePad database, although not originally developed by VoicePad.

(1) Commercial deployment 3rd quarter 2007

Differentiators:

1. Hosted telephony application with no variable cost structure
2. Versatile, dynamic superior-quality bilingual voice platform (phone and web delivery)
3. MLS-driven automated service provisioning and language control
4. Consumer-facing Mobile Search Application

Company Name: RFP Consult

Product Name: Costs What

Number of Accounts: BETA release

General Overview

RFPconsult is a consulting company that helps organizations procure and implement complex telecommunications solutions for both voice and data. After working with VoIP server technology, the potential of extending WEB-based content with VoIP services became apparent. The cell phone with its growing ability to handle data and images in addition to voice was also intriguing. The Real Estate industry is clearly a place which could benefit from such a technology combination. From this thinking CostsWhat, which is a blend of WEB/VoIP/Cell Phone technologies, was born.

RFPconsult was incorporated in 1995 and is based in Maryland.

Product Overview – Features

CostsWhat captures drive-by leads when prospects use their cell phone to access property information from our automated system.

CostsWhat is the first service of its kind to blend the flexibility of Voice over Internet Protocol (VoIP) with the power of WEB-based HTTP. CostsWhat operates as either a packaged service or RFPconsult can integrate the CostsWhat technology into a firm's existing WEB site.

As a stand-alone service:

- Provides the phone number of the prospect to the agent in real time
- Provides the prospect with a text message with your contact info and property info
- Provides the prospect with images (interior photos, floor plans, plats, etc.)
- Easy to use web site to setup new properties in the system
- Inquiry activity reporting
- High quality standard signage available
- Reusable code numbers
- The only service to provide voice and text messaging, and images
- Attractive pricing

Differentiators:

1. Extensible server-based VoIP & HTTP platform
2. Addresses both the basic cell phone voice only and smart phone users
3. No per minute charges

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