

MLSOK.COM, A SUBSIDIARY OF THE OKLAHOMA CITY METRO ASSOCIATION OF REALTORS®, SELECTS SHOWINGTIME TO AUTOMATE SHOWINGS, NOTIFICATIONS, CONFIRMATIONS AND FEEDBACK

MLSOK.COM's 4,000 REALTOR® MEMBERS COMPRISING FOUR ASSOCIATIONS WILL BE ABLE TO REQUEST SHOWINGS VIA THE MLS, PROVIDE FEEDBACK AND USE SHOWINGTIME'S NEW "TEXT-TO-VOICE" CALLING SYSTEM

Chicago, IL - Jan. 27, 2009-ShowingTime, the real estate industry's leading showing management technology provider, announced today that the Oklahoma City Metropolitan Association of REALTORS® (OKCMAR) has chosen ShowingTime's MLS product suite to provide an integrated showing management system for its 4,000 REALTOR® members.

ShowingAssist, ShowingVoice, and Professional Feedback-MLS Edition will be integrated into OKCMAR's TEMPO MLS System from MarketLinx. The combination of products will give MLSOK.COM's members a 24/7 automated showing system to request, confirm and notify agents and sellers when showings are requested and confirmed. They'll also be able to automatically collect showing feedback and see when the home was actually accessed through ShowingTime's integration with GE's ActiveKey system. The ShowingTime service will also provide listing activity reports for agents to discuss with their clients.

"ShowingTime's offering is compelling because of the unique features it provides to our members," said Dawn Kennedy, CEO of OKCMAR & MLSOK.COM. "Having an automated text-to-voice system that handles notification and confirmation calls will save our members time and money. It will also enable them to provide better service to their clients," she added. The new service is expected to be up and running in the near future.

"We are very pleased that ShowingAssist, ShowingVoice and our Professional Feedback module will form the foundation for MLSOK.COM's showing management offering to its members," said Michael Lane, ShowingTime's Executive Vice President. "It is satisfying to see how our products will help eliminate some the obstacles to selling a home, especially given the current state of the economy. We're really looking forward to automating work, improving security and improving accountability to help Realtors® sell homes."

The low-cost ShowingAssist service, live in 37 MLSs and 73 associations representing 240,000+ real estate professionals, will allow members of MLSOK.COM to schedule showings by clicking a 'Schedule a Showing' button next to listings. Once the request is made, ShowingVoice automatically calls or sends an email to notify the appropriate parties, who can then press a key on their phone or confirm the request online.

About ShowingTime

ShowingTime equips real estate offices and MLSs with tools to schedule showings, solicit feedback, generate activity reports, track leads and measure marketing effectiveness. Collectively, its products are used by more than 6,000 offices nationwide and integrated with more than 130 MLSs to manage more than 1 million showings every month for over 300,000 real estate professionals. Visit <http://www.showingtime.com> for more information.

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