

## **MIDWEST REAL ESTATE DATA LLC (MRED) SELECTS SHOWINGASSIST, SHOWINGTIME'S ONLINE SHOWING MANAGEMENT PRODUCT FOR MLSs**

MRED'S 42,000 MEMBERS WILL GAIN ACCESS TO STREAMLINED APPOINTMENT SCHEDULING, NOTIFICATIONS AND CONFIRMATIONS VIA THE MLS

**Chicago, IL – May 1, 2009**—ShowingTime, the real estate industry's leading showing management technology provider, announced today that Midwest Real Estate Data LLC (MRED), one of the nation's largest multiple listing services, has chosen ShowingAssist to give members the ability to request and manage showings directly through the MLS.

ShowingAssist will be integrated into MRED's connectMLS system, giving members 24/7 access. The low-cost service, live in 47 MLSs and 82 associations representing 340,000+ real estate professionals, improves efficiency by streamlining the appointment process, reducing phone tag and eliminating repetitive calls.

"ShowingTime's offering stands out because of the time-saving features it will provide to our members," said Bud Fogel, Chief Executive Officer of MRED. "Members can quickly request showings while logged into the MLS, enabling them to provide better service to clients. We're glad to provide a service that will make the showing process run more smoothly for both showing and listing agents," he added. The new service is expected to be up and running this summer.

Using ShowingAssist, listing agents can post showing instructions and enter available hours on the interactive appointment calendar to indicate when a listing is open for showings; showing agents can request showings by simply clicking a 'Schedule a Showing' button next to a listing. Showing notifications are routed instantly according to the listing agent's preferences. Agents can also carbon copy additional email accounts or wireless devices so they are informed of showing activity while in the field.

"We are pleased MRED selected ShowingAssist as the foundation for its showing management offering to members," said Michael Lane, ShowingTime's Executive Vice President. "It is satisfying to see our products remove some of the obstacles to selling a home, especially given the current state of the economy. We're looking forward to equipping MRED members to use ShowingAssist to schedule more showings and sell homes."

Hundreds of offices within MRED also use ShowingDesk Web Edition, the web-enabled front desk showing management product from ShowingTime. They'll enjoy the added benefit of having showing requests automatically downloaded into a "Task List" to facilitate prompt follow-up. Licensed to more than 6,000 offices nationwide, ShowingDesk Web Edition is the industry's most popular front desk software for managing showings.

### **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 140 MLSs to manage more than 1.5 million showings every month for 340,000+ real estate professionals. Visit <http://www.showingtime.com> for more information.

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