



as seen in



## TREND MLS SELECTS SHOWINGASSIST, SHOWINGTIME'S ONLINE SHOWING MANAGEMENT PRODUCT FOR MLSs

32,000 MEMBERS WILL BE ABLE TO REQUEST SHOWINGS WITH NOTIFICATIONS, CONFIRMATIONS AND SHOWING FEEDBACK ALL ONLINE VIA THE MLS. SHOWINGTIME'S NEW APPOINTMENT CENTER ALSO LAUNCHING IN TREND

**Chicago, IL - Sept. 2, 2009**--ShowingTime, the real estate industry's leading showing management technology provider, announced today that TREND MLS, one of the nation's largest multiple listing services, has chosen ShowingAssist to give members the ability to schedule showings directly through the MLS. In addition, the new ShowingTime Appointment Center will give offices and agents a cost effective tool that works with ShowingAssist.

ShowingAssist will be integrated into TREND's MLS system this Fall, giving members 24/7 access. The low-cost service, currently used to schedule more than 1 million showings per month in 42 MLSs and 104 associations representing 290,000+ real estate professionals, improves efficiency by streamlining the showing appointment process, resulting in less phone tag and more showings.

"ShowingAssist will give our members proven, time-saving tools to schedule showings and get showings on their own listings," said Tom Phillips, President and Chief Executive Officer of TREND. "That in turn will enable them to provide better service to buyers and sellers. We're looking forward to implementing ShowingAssist as part of our plan to facilitate those efficiencies," he added.

Using ShowingAssist, listing agents can post showing instructions and enter available hours on an interactive appointment calendar to indicate when a listing is open for showings; showing agents can request showings by clicking the "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 wireless devices and receive automatic voice notifications so they are informed of showing activity while in the field.

"We are pleased TREND selected ShowingAssist as the foundation for its showing management offering," said Michael Lane, ShowingTime's Executive Vice President. "ShowingAssist removes some of the obstacles to showing a home, which can be very helpful especially during challenging economic times. We're looking forward to helping members of TREND schedule showings more efficiently to expedite home sales."

The ShowingTime Appointment Center, a new service for offices that want to outsource showing management tasks, will also be available for TREND offices. The Appointment Center provides fully or partially outsourced showing management services, dedicated appointment center staff to fully confirm showings, and branded phone calls, as if the appointment center staff is in the subscriber's office: "Hello, this is ABC Realty, can I help you?"

More than 100 offices within TREND also use ShowingDesk Web Edition, ShowingTime's web-enabled front desk software. For them, showing requests made via the MLS download automatically into a "Task List" to facilitate prompt follow-up. ShowingDesk 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>.

### **About TREND**

TREND is the MLS for over 32,000 real estate professionals in and around the Philadelphia metropolitan region. It provides Internet-based MLS and Public Records systems along with education, communication and support to give members the tools and the advantage they need to succeed. Visit <http://www.trendmls.com>.

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