

## **TWENTY MORE ASSOCIATIONS/MLSs WITH 34,000+ MEMBERS TO ADOPT SHOWINGASSIST ONLINE SHOWING MANAGEMENT FROM SHOWINGTIME**

CONNECTICUT STATEWIDE MLS (CTMLS), NEW ORLEANS METRO ASSOCIATION OF REALTORS®, MIDDLESEX MLS, SAVANNAH BOARD OF REALTORS®, WAYNE-HOLMES ASSOCIATION OF REALTORS® AND FIVE NEW REALTOR® ASSOCIATIONS IN MID-FLORIDA REGIONAL MLS ALL SCHEDULED TO IMPLEMENT SHOWINGASSIST

**Chicago, IL - November 7, 2007**-ShowingTime, the real estate industry's leading showing management technology provider, announced today that 20 more Associations/MLSs, including five associations joining the Mid-Florida Regional MLS, a current ShowingTime customer, will incorporate ShowingAssist into their MLS systems to help members manage showings directly through the MLS.

The new clients, whose combined membership exceeds 34,000 agents, include the Connecticut Statewide MLS (CTMLS), New Orleans Metro Association of Realtors®, Savannah Board of Realtors®, Middlesex MLS in New Jersey, and the Wayne-Holmes Association of Realtors® in Ohio. The five associations joining the Mid-Florida Regional MLS include the Sarasota Association of Realtors®; Englewood Area Board of Realtors®; Manatee Association of Realtors®; Punta Gorda - Port Charlotte - North Port Association of Realtors®; and Venice Area Board of Realtors®.

The low-cost ShowingAssist service is currently live in 33 MLSs and 57 Associations. With the new additions, an aggregate of more than 230,000+ real estate agents in 14 states will have access to ShowingAssist. MarketLinx MLS, Fidelity MLS, Rapattoni MLS, Stratus MLS and FBS Data Systems have all incorporated ShowingAssist into their MLS systems for interested clients.

"ShowingAssist makes it easy for showing agents to request showings while they're browsing the MLS," said Cameron Paine, CEO of the Connecticut Statewide MLS. "We're glad to provide a service that will make the showing process run more smoothly for both showing and listing agents."

"We're very excited about the five associations coming on board in 2008," said Joel Cohen, Vice President of the Mid-Florida Regional MLS, which has used ShowingAssist for several years. "In turn, they're looking forward to using ShowingAssist, an integral part of Mid-Florida Regional MLS's technology platform. The time ShowingAssist will save them is so valuable and will make life much easier for them."

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 notifications are routed instantly according to the listing agent's preferences. The listing agent actually knows buyers are interested before the showing occurs. Agents can also Carbon Copy additional email accounts or wireless devices so they are informed of showing activity while in the field.

"We're very happy to be working with these new clients. It is satisfying to know ShowingTime can help facilitate sales in a slower market," said Michael Lane, ShowingTime's Senior Vice President of Sales & Marketing. "We're excited about these new implementations and anticipate helping more and more MLSs add this technology to streamline the showing process."

Offices within the client MLSs that also use ShowingDesk Web Edition, the web-enabled front desk showing management product from ShowingTime, enjoy the added benefit of having showing requests automatically downloaded into a "Task List" to facilitate prompt follow-up. Licensed to more than 4,000 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, track leads, retain/recruit agents, measure marketing effectiveness and generate showings from their web sites. Its products are used by more than 4,000 offices nationwide and integrated with more than 120 MLSs to manage more than 500,000 showings every month. Visit <http://www.showingtime.com> for more information.