

Inside Real EstateSM Now Providing Agent Marketing Platform to Intermountain MLS Agents

Technology Company to Provide Online Solution to Major Multiple Listing Service

SALT LAKE CITY, February 7, 2012 – Real Estate Technology firm, Inside Real EstateSM, has announced an agreement with Intermountain Multiple Listing Service (IMLS) to provide their Core3 Online Marketing Platform which includes agent websites, blogging, social media, CRM, and IDX search solutions to its approximately 4,800 agents throughout the Treasure Valley, Idaho area. As CEO of the IMLS, Greg Manship anticipates exciting results:

“Our offering with Inside Real Estate is evidence of our strong commitment to our agents and their success. It allows us to take advantage of all of the latest technology tools and assist agents and brokerages in getting more business. In this way, Inside Real Estate makes it easy for our agents to stay a step ahead of the industry.”

The new agreement will leverage Inside Real Estate’s new Core 3 platform to help IMLS agents grow their business, find more clients, and effectively market themselves online. The platform also includes an integrated Customer Relationship Management (CRM) technology, resulting in a simple tool for agents and brokers to easily manage all of their vital marketing activities on their own online dashboard. The new technology automatically integrates with popular social media such as Facebook, Twitter, LinkedIn, and Blogger.

"The Core3 Platform is the most comprehensive online marketing tool in the industry," says Inside Real Estate CEO, Joseph Skousen. "This technology allows every agent to be a marketer, by integrating all of the online activities that real estate professionals need to be using these days. There is no match to the power of this tool," Skousen added.

The National Association of Realtors reports that over 85-percent of all real estate transactions now begin online. Many agents using the Inside Real Estate tools have seen an increase in business of up to 2-3 times. The tools and solutions provided by Inside Real Estate are available to agents, brokerages, companies, and MLS’s in the Real Estate Industry.

To learn more, please visit www.Outside-Real-Estate.com/professionals or www.IntermountainMLS.com.

About Inside Real Estate

Inside Real Estate provides integrated technology solutions to help real estate real estate professionals easily manage their online marketing, SEO, and other online tasks—giving agents and brokers more time to manage their businesses. Agents who use Inside Real Estate leverage its SEO power, IDX technologies, and online presence for their own website—boosting their online visibility and helping them connect with customers.

Inside Real Estate is privately held and is headquartered in Provo, UT.