

For Immediate Release

Media Contact:

Greg Manship, CEO
Intermountain Multiple Listing Service
208.376.0363
email gmanship@intermountainmls.com

Donna Geisler
FusionSet, Inc.
208.343.6225
Email donna@fusionset.com

New Intermountain Multiple Listing Service Website Offers Services for Consumers and REALTORS®

Boise, Id. (PRWeb), October 29, 2007 – Consumers and REALTORS® from Ontario, Oregon to Twin Falls, Idaho can find great information on the state of the region’s real estate market through the new www.IntermountainMLS.com Website. “We want to offer our associations and their clientele great information and services that they can access around the clock,” says Greg Manship, CEO of Intermountain Multiple Listing Service. Whether you are researching the real estate market or looking for an open house in your neighborhood this weekend, you can find it with one click from the home page.

“Many people aren’t aware of just how much information we make available,” says Manship. Under “Statistics,” visitors can find information on how many properties have sold in what areas, what the median and mean sale prices were, and the average number of days that homes were on the market. This information is available for seven counties within the Intermountain MLS service area, including Ada, Canyon, Gem, Elmore, Twin Falls, Malheur and Payette-Washington counties. Visitors can search the information by year, quarter or month, or create custom reports of information dating back to 1998.

One of the newest services to be offered through the organization is of particular interest to consumers—the ability to search an in-depth listing of homes open to the public. The “Open House” Web site is a relatively new concept that the IMLS has brought to the region. “Visiting open houses is part of the fun of shopping for your next home.” Open houses are also popular with home sellers, who see it as a way to reach people who are targeting specific neighborhoods or who may not be working with a REALTOR® yet. According to the National Association of REALTORS® 2006 Profile of Home Buyers and Sellers, 47 percent of home shoppers visit open houses when looking to buy a home. IMLS’s OpenHouseDaily.com was only recently launched and now features hundreds of homes open to the public for viewing throughout the area covered by its member associations.

This new always up-to-date, always available Internet resource is a terrific boon to both consumers and REALTORS®, Manship points out. For consumers, it enables them to hunt for houses by criteria such as price, location, and number of bedrooms or baths. For REALTORS®, it provides another venue to promote their for-sale listings. “What is great for both groups is that it enhances the availability of information by eliminating the need for home buyers to go to individual REALTOR® sites. With OpenHouseDaily.com, every agent’s Open House is listed in one place.

Consumers visiting www.IntermountainMLS.com can also search for MLS listed properties as well as find a REALTOR® or a real estate agency from the home page of the site. In addition, the site provides links to useful information for consumers, including links to government agencies, business organizations, educational information, and even broadcast and print media throughout Eastern Oregon and Southern Idaho.

REALTORS® will continue to find great membership benefits, industry tools and information. “We are a service organization,” Manship points out. “We are always trying to find ways to improve the services we offer to our member REALTORS® and to their clients, as well.”

About Intermountain Multiple Listing Service

The IMLS serves nine REALTORS® associations in Idaho and Eastern Oregon, including:

- Ada County Association of REALTORS®
- Caldwell Board of REALTORS®
- Elmore County Board of REALTORS®
- Emmett Valley Association of REALTORS®
- Greater Twin Falls Association of REALTORS®
- Malheur County Board of REALTORS®
- Nampa Association of REALTORS®
- Northside Board of REALTORS®
- Payette/Washington County Board of REALTORS®

Since 1979, IMLS has provided participants and subscribers with leading edge technology for listing and selling real estate in Eastern Oregon and Southern Idaho. With more than 22,000 properties for sale or under contract, IMLS is the largest real estate Multiple Listing Service in Idaho.

For more information, visit us on the Web at www.IntermountainMLS.com, call 208.376.0363 or email gmanship@intermountainmls.com.