

For Immediate Release

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Intermountain Multiple Listing Service Launches "Open House" Website

OpenHouseDaily.com a 24/7 Source for Southern Idaho and Eastern Oregon Homebuyers

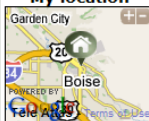
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Boise, Id. (PRWeb), August 20, 2007 – Intermountain Multiple Listing Service (IMLS) is adding a new tool to help area REALTORS® connect with homebuyers. As of Friday, August 25, 2007, residential real estate shoppers can go on-line to www.OpenHouseDaily.com and view an extensive list of properties open for viewing. Shoppers can search the database by a variety of criteria, including location, price range, size, number of bedrooms or bathrooms, or open house dates.

SEARCH Open Houses

Search within of this location:

Enter address: <input type="text" value="Street name & number"/> <input type="text" value="All Cities"/> <input type="text" value="Zip code"/> Map this address	OR	Find location on map	My location 
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Price range:	Min: <input type="text" value="Any"/>	Max: <input type="text" value="500,000 +"/>
Minimum sq ft:	<input type="text" value="Any"/>	
Min. bedrooms:	<input type="text" value="Any"/>	
Min. bathrooms:	<input type="text" value="Any"/>	

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Open House dates:	<input type="text" value="8/8/2007"/>	To	<input type="text" value="9/8/2007"/>
Open House times:	<input type="text" value="8:00 AM"/>	To	<input type="text" value="7:00 PM"/>

[Search Open Houses](#)



Listings may also include photos, maps, driving directions and agent profiles, where available.

Real Estate Consumers Shop On-Line

“The concept of the open house isn’t new,” IMLS CEO Greg Manship acknowledges. Studies show that open houses continue to be an effective way to market homes. 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.

What is new is the impact of the Internet on how people shop for real estate. For the consumer, this new site will provide a one-stop shop open 24/7 where they can see properties by multiple agents and companies. For the REALTORS®, they have an additional free tool that markets them and their properties directly to those people actively looking.

Most realtors and real estate companies have their own websites. “The way things are now, a person could spend hours trying to discover which REALTORS® were having open houses on what properties. With OpenHouseDaily.com, buyers can see a lot of properties listed by many realtors and then actually visit them.”

About Intermountain Multiple Listing Service (IMLS)

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 on **OpenHouseDaily.com** or the Intermountain MLS, please visit us on the web at **www.intermountainmls.com**, call 208.376.0363 or email gmanship@intermountainmls.com.