

For Immediate Release

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Intermountain Multiple Listing Service Offers Realtors® Help this Holiday Season

Boise, Idaho (December 10, 2008)--This holiday season, [Intermountain Multiple Listing Services](#) is giving Realtors® a boost with an arsenal of tools that are simple and cutting edge. While the real estate market is down, there are homeowners who continue to buy and sell properties. Intermountain Multiple Listing Services has added services that give them a competitive advantage as it continues to invest in products and improvements that support the region's real estate market. "We're working hard to make the home buying and selling process easier by incorporating the latest technologies into our services," says Greg Manship, CEO of IMLS.

Despite the economic downturn and its effect on the local housing market, IMLS has continued to forge ahead: "We're not cutting back on services. We're adding them," says Manship. In addition to the tools the agency offers, they actively advocate the Realtor® community and has invested heavily in marketing and advertising across southern Idaho and eastern Oregon on their behalf.

IMLS Introduces Innovation and Emerging Technologies

In 2007, Intermountain MLS introduced the first Web-based portal for open house listings within its nine county coverage area. [OpenHouseDaily.com](#) was one of the first such sites that provided an around-the-clock site where consumers could find open house listing information. The site enabled consumers to search for open houses by a number of criteria, including location, price, number of bedrooms, and other features. The new system draws the information directly from its enormous database of listings using the property's existing MLS number, making it an easy-to-use tool for Realtor(s). IMLS promoted the Web site heavily over

the past 18-months through billboards, TV, newspaper, magazine and radio advertising. The site is currently averaging 200 unique visitors per day.

Earlier in 2008, IMLS brought **DocCentral** on line. This award-winning system is a simple and cost-effective tool that helps Realtors® manage and organize all the documents involved in any real estate transaction. Documents are stored on secure servers and accessible online 24/7 by all the parties to a transaction, including buyers, sellers, vendors, title companies, and the Realtor®. The system, created by [Fidelity National Real Estate Solutions' \(FNRES\)](#), eliminates redundancy, safeguards information, and provides space for documents of any size. It is also an environmentally friendly alternative that dramatically reduces the amount of paperwork involved in every real estate sale.

A key advantage for home buyers and sellers when working with a Realtor® is that once the listing is entered into the MLS system, it is syndicated to many sites until it is sold, eliminating the time-consuming task of entering the information over and over in various places. The IMLS has syndication relationships with the popular sites and Web portals, including AOL, Google, Yahoo, Realtor.com and Cyberhomes. Once the home is sold, the listing is also automatically removed

New for 2009

Upcoming early in 2009, IMLS will be introducing its new Web portal that will integrate all the features and benefits that the company offers into one Internet location. The site will continue to provide its monthly and quarterly statistical reports that are relied upon by experts and media professionals to glean the health of local real estate markets and the industry.

Also on the slate for the new year is a tool that Realtors® can use to collaborate with consumers and vendors. The system will generate reports and provide market data analysis, among other things.

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 [Intermountain Multiple Listing Service](#), please visit us on the web at <http://www.intermountainmls.com>, call 208.376.0363 or email gmanship@intermountainmls.com.

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