



Pacific Southwest Association of REALTORS® Launches San Diego County's First Organized Real Estate Listing Syndication Initiative

Property Listing Distribution to Popular Consumer Real Estate Search Websites Enhances Member Services and Extends Inventory Access to Buyers Worldwide

Chula Vista, CA – March 16, 2010 – The Pacific Southwest Association of REALTORS® (“PSAR”) today announced a strategic initiative that will provide to millions of consumers in the United States, as well as to buyers in International markets, easy access to PSAR member property listings, online. The move is designed to bolster member benefits and enable better quality of service and consumer experience online.

The undertaking is in the advanced stages of development and is planned to go live by the end of March 2010.

A first in San Diego County, one of the nation’s largest, most desirable residential and 2nd home vacation destinations, the new initiative will give PSAR’s 1500 broker and agent members a significant competitive advantage through efficient branding and listing exposure on the web, at no additional cost to them.

Under the program, all PSAR members will be able to selectively publish and update listings across Point2 Technologies’ (www.Point2Agent.com) industry leading syndication and re-syndication partner network of nearly 40 high traffic real estate portals and search engines, and nearly 300 U.S. national and regional newspaper websites, with a single click of the mouse.

“It is extremely rewarding for PSAR to lead San Diego County with an important initiative such as syndication, combining tremendous new benefits for PSAR members with heightened service levels for consumers looking for the help and expertise of a local REALTOR®,” said Mark Marchand, Chief Executive Officer, Pacific Southwest Association of REALTORS®. “We are pleased to have chosen Point2 for this critical endeavor. Their teams took the lead on the project and made the process seem effortless.”

“Distribution of listing information to various web portals such as Google, Yahoo!, Trulia, Zillow and others is a far more efficient and cost effective way to garner exposure for property than trying to persuade consumers to go to any one website or web portal in particular. This is evident when you consider that the number one, most visited real estate website in the world (REALTOR.com), with all of its efforts and brand recognition, only receives 6 to 8 percent of the traffic, according to Hitwise.com. It is much easier to put the listing information on the sites that have traffic, than to convince all of that traffic to come to a single website,” said Saul Klein, Chief Executive Officer, Point2 Technologies Inc.

“As adoption of syndication expands in the real estate industry, listing data online will become more accurate and the distribution of listings amongst the hundreds, even thousands of parties will become more streamlined and efficient. Point2 is excited to work with PSAR Staff and Leadership to bring the value of

its member listings to the web. Syndication of property data provides benefits for brokers, agents and consumers,” concluded Klein.

Using integrated, easy to use syndication control dashboards, the new program will also enable PSAR members to seamlessly subscribe to, and launch Point2 Agent accounts, for optimized productivity tools including detailed online exposure traffic reports, an optional Point2 Agent website or blog, and critically, effective lead capture, management and conversion tools.

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About The Pacific Southwest Association of REALTORS®

Since 1928, the Pacific Southwest Association of REALTORS® (PSAR) has played a significant role in shaping the history, growth & development of the San Diego County South Bay. The Association maintains this leadership role today assuring each REALTOR® member the opportunity to seek new heights in their professional lives.

The Pacific Southwest Association of REALTORS® promotes, educates and supports its members in serving the public with the highest degree of ethics and professionalism. By partnering with local, state and national associations of REALTORS®, PSAR exists to enhance the real estate profession, to preserve private property rights and to improve the regulatory environment. More information about PSAR can be accessed at www.psar.org.

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