

Tatyana Mitchiner chooses IDX/MLS Search Application for Century 21 Award Website

By IDX, Inc.

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Mitchiner now uses the latest version of IDX Broker to display and completely integrate Multiple Listing Service (MLS) listings on her personal website.

EUGENE, ORE. - Eugene based IDX, Inc. today announced the addition of Century 21 Award's Tatyana Mitchiner to its suite of real estate based search applications online. Mitchiner now uses the latest version of IDX Broker to display and completely integrate Multiple Listing Service (MLS) listings on her personal website. This allows her to retain leads generated from direct traffic, rather than losing out to the listing broker through the use of traditional framed MLS search tools.

The IDX Broker application provides agents, brokers and other real estate professionals with the tools needed to create a competitive advantage in a growing real estate market.

The objective in developing a website with an integrated MLS data feed is to generate new leads at a low cost for the client. With automatic email announcements, custom client home views, and advanced admin and integration controls, Mitchiner's clients now have access to the entire MLS listing database on her website.

Additional benefits of using IDX Broker include the ability to automatically create featured listing pages, check the status of new MLS listings and generate automatic emails 24/7.

About Tatyana Mitchiner

Tatyana Mitchiner specializes in Temecula, Murrieta, Menifee, Wildomar, Sun City and Lake Elsinore real estate and will use her extensive marketing plan to help homeowners get the maximum value for their properties. Whether you are looking to buy or sell a home, Tatyana will strive to successfully achieve all your real estate goals.

About IDX, Inc.

Headquartered in Eugene, Oregon, IDX, Inc. is a leading provider of web-based applications for real estate professionals throughout the U.S. IDX, Inc. offers two primary applications: IDX Broker and SLM Pro. IDX Broker allows individual real estate agents and brokers to integrate listings from their Multiple Listing Service (MLS) seamlessly into their own real estate website. This integrated IDX data feed allows agents and brokers to generate and manage leads online from all listings in their respective area of specialty. SLM Pro is a Sponsored Listings Management marketing program that assists businesses with the complex task of creating and managing a dynamic online marketing plan. SLM Pro uses a unique approach to online ad placement that maximizes the overall reach of a user's website, while delivering relevant and targeted traffic efficiently. For more information about IDX, Inc. services and products, please visit <http://www.idxbroker.com> or call (800)421-9668.

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Tags	IDX, MLS, Real Estate, REAL ESTATE WEBSITES, real estate agents, realtors, california real estate
Email	Click to contact author
Website	http://www.idxbroker.com
Phone	541-343-3912
Fax	541-343-3915

Country

United States

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<http://prlog.org/10006071>



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