

## Exit Realty of Beaufort Aims to Continue Growth with Use of IDX Broker's Customized Search

By IDX, Inc.

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*Seamlessly integrated MLS listings give Mary Strick's website an advantage over others.*

EUGENE, ORE. – IDX, Inc. announces today the addition of Mary Strick of Exit Realty of Beaufort in Beaufort, N.C. to its list of real estate professionals electing to customize IDX Broker into the primary search function of their website. This addition will allow Strick to present her clients with thousands of listings in the MLS area of Beaufort (BEMLS) in a seamlessly integrated fashion without ever leaving her website.

Clients of Strick will now be able to use the customized IDX tools to search for homes not only in Beaufort but also in the surrounding areas of Mossy Oaks, Port Royal, Burton, Ladys Island, St. Helena Island, Fripp Island, Harbor Island and adjacent counties. Using the IDX search, clients looking for homes through Exit's website in any of these areas will have access to an advanced search options including surrounding schools, home style, and amenities. The multiple search options and easy to use integrated format makes the search process more straightforward for the clients and helps them to find what they are looking for.

Not only does IDX Broker make it easier for Strick's clients to narrow down the search for their dream home, a customizable control panel including detailed traffic reports, lead generation tools, and automatic email updates allows her to monitor activity while giving her complete control over what is displayed to her clients on the site. The ability to completely customize the search portion of the site to fit her and her company's needs should allow her to save time and money and ultimately grow her business.

### About Mary Strick

"I was born and raised in South Carolina. I received my degree from the College of Charleston. Beaufort has been my home for the past 13 years. As a result I have extensive knowledge of the area, schools, and neighborhoods. My background and experience in this locale has been a huge advantage for my customers in Beaufort. I received an award as the top rookie listing agent in my first year and was second in production my first full year with Exit. Since my rookie year, against a significant pool of other agents, I have received the top producer award for Exit Realty of Beaufort several times. In 2007 I was recognized as the Top Producing and Listing Agent for Exit of Beaufort. Extensive use of multiple listing services and advertising clients' homes has built for me a solid track record of customer satisfaction."

### About IDX, Inc.

Based in Eugene, Oregon IDX, Inc. is nationally known as a leading provider of real estate search applications. IDX, Inc. manages over \$1 trillion worth of active listings data from over 150 Multiple Listings Services (MLS). IDX Broker is IDX, Inc.'s principle real estate software utility. The easy to manage and customizable software helps real estate professionals display home listing data from their multiple listing service (MLS) on their individual and/or office websites. For more information on the services provided by IDX, Inc., please visit [www.idxbroker.com](http://www.idxbroker.com).

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IDX Broker uses its custom IDX solution to speed up the real estate search, saving both realtors and consumers time.

Category       Idx, Realty, Mls

Tags beaufort real estate, beaufort realty, real estate agent, broker, custom idx, idx solution, IDX, MLS  
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