

An Integrated Format Makes Sybil Mager's Online MLS Property Search Quick and Easy

By IDX, Inc.

Dated: Oct 14, 2008

IDX Broker saves both realtors and consumers time by providing a customizable IDX solution.

EUGENE, ORE. – IDX, Inc. is pleased to welcome Sybil Mager with Sotheby's International Realty to the growing list of real estate brokers and agents choosing to customize and simplify the search function of their website with IDX Broker software. Residing in Friday Harbor, Wash., Mager is a member of the Northwest MLS (NWMLS) and is able to link those browsing her website to hundreds of property listings and allows them to search thousands of property details. This custom IDX solution updates Mager's site automatically as NWMLS updates and extracts the raw listings data from to be formatted according to Mager's specifications so that it is displayed as an easy to search and integrated part of her website.

IDX Broker allows Mager to customize every aspect of her property search so that she can make the real estate search easier for those browsing her listings. Clients of Mager can use custom IDX search categories to perform thorough searches of NWMLS and use them to narrow down the search for their ideal property. As specifications become more exact, clients can elect to save their searches and receive automatic email updates when properties matching their criteria become available on NWMLS.

Mager has access to this client contact information via an administrative log in which offers her numerous tools and resources to help her run her website and business more efficiently. The advantages of using a customized IDX solution are vast and all of the unique features including detailed traffic reports and dynamic title tags are accessible through an administrative log-in. Mager has access to edit her custom CSS and global, page, and category wrappers as she sees fit and create custom XML codes for her listings so that they can be syndicated to popular real estate search engines such as Real Estate for Sale Network and RSS Feed.

About Sybil Mager

"A lifelong Washingtonian, I graduated cum laude from the University of Washington. I hold a Bachelor's degree in business with dual majors in marketing and business management. Prior to starting my career in real estate, I acquired over six years experience in marketing for architecture and engineering firms specializing in industries including residential, commercial, and industrial land development. My husband and I moved to Friday Harbor to start our family. As a second generation islander, Travis and I were immersed in family life returning to the place his mother, sister, nieces and nephews call home. We re-established our roots: Travis started San Juan Property Management offering vacation rental management and I joined a local real estate office and resumed my career in real estate. We re-tooled San Juan Property Management to offer and meet the specific needs of the second home owner market. Now as a family owned and operated business, I provide our clients with sales and leasing services while Travis manages the vacation rental operations. We now have our first son, Bo, and life couldn't be better."

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.

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

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