



Press Release

NORTHEAST FLORIDA MLS LAUNCHES SHOWINGTIME ANALYTICS REPORTS DATA TOOLS ENABLE USERS TO ANALYZE LOCAL TRENDS QUICKLY

Chicago, IL – March 21, 2016 –ShowingTime and the Northeast Florida Multiple Listing Service, Inc. (NEFMLS) announced today that they have launched Infosparks, an interactive residential real estate market analytics product, and Faststats, a map-based tool, for NEFMLS's 7,500 subscribers.

The multifaceted, mobile-ready Infosparks tool combines local geography with housing variables, timeframes and market metrics for fast and easy analysis and sharing of trend data in a clean, intuitive interface. Faststats generates market reports for 21 counties in the region as well as a market-wide report.

"We wanted to implement a simple solution for our subscribers to quickly understand and share information about the local housing market from any angle they can imagine," said NEFMLS Chief Executive Officer Ron Stephan. "We were impressed with the ShowingTime Analytics product line, and they diligently worked with us to deliver exactly what we were looking for."

Infosparks and Faststats both access current and historical market information by area, county, region, legal district, ZIP code and self-drawn areas, with output derived directly from MLS data.

"We are very excited to have built this suite of products for NEFMLS," said ShowingTime President Michael Lane. "Infosparks and Faststats offer an immediate, three-dimensional look at residential real estate to help agents and brokers share their market knowledge with buyers and sellers in the fastest way possible, so they can focus on tracking down more leads and obtaining more business."

Shared Infosparks reports can be branded to users, and offer multiple data-reporting combinations. Data points for complete months are updated daily and live-data charts shared on blogs and websites will stay current in perpetuity for as long as the chart is visited and the user is active with NEFMLS.

"The ShowingTime offering allows us to support the needs of our subscribers in a meaningful way without them having to spend hours creating their own data tables and charts," said Stephan. "It's really all right there."

ShowingTime's Analytics group was formed in October 2015 when 10K Research and Marketing was acquired. It then acquired RealEstate Business Intelligence (RBI) in February 2016 to round out its analytics offering, which includes products and services that provide local market statistics and trends to nearly 400 organizations and 500,000 agents throughout North America.

NEFMLS also uses ShowingTime for the MLS, an online showing appointment scheduling and showing feedback system that enables its subscribers to schedule and confirm showings quickly. Listing agents can post showing instructions and enter available hours on an interactive calendar to indicate when a listing can be shown. When an agent submits a request, notifications are sent immediately.

About Northeast Florida (NEFMLS)

Northeast Florida MLS (NEFMLS) serves approximately 7,500 real estate professionals in Northeast Florida, operating RealtyWeb.net and providing relevant products and services to its subscribers including education, statistics, and branded forms and contracts. Visit realtyweb.net.

About ShowingTime

ShowingTime equips real estate professionals with tools to efficiently schedule showings, generate feedback and report on activity. Its Analytics Group provides interactive market analytics tools and easy-to-read market reports for MLSs, associations, brokers and other real estate companies. ShowingTime products are used by organizations representing more than 800,000 real estate professionals. Visit showingtime.com.

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