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Real Estate Articles from Inman News

Tech company offers widespread distribution of home listings

RealBird launches new publishing service

Tuesday, March 21, 2006

[Inman News](#)

[RealBird](#) on Monday launched a new publishing service to distribute real estate listings to thousands of classifieds directories and search engines.

The Redwood City, Calif., technology company said the syndicated distribution of listings will be in addition to the Google Base uploading service that it released in November 2005.



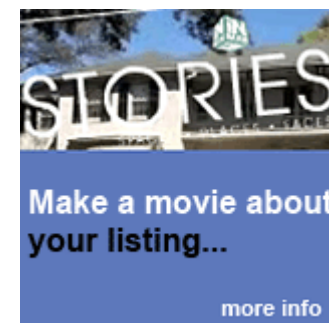
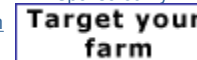
Brokers and agents can choose from a sponsored, free subscription and a low-fee, ad-free membership. The company's RealBird map-based search service with Internet data exchange listings data from multiple listing services is now available in more than 10 MLS areas, with new MLSs being added.

"Listing marketing is a 'numbers game,'" said Zoltan Szendro, executive vice president and chief technology officer with RealBird. "Sellers need as much visibility for their listings as possible. RealBird Publisher has a true dollar value payback for real estate professionals – we estimate that a listing agent would spend hundreds of dollars every month in search engine and newspaper advertising to get a comparable exposure."

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LETTERS TO THE EDITOR

Why agents are worth full commission

Re: '[Elephant in the room](#)' (March 9)

Dear Editor:

While it is true that because of rapid home-price increases the agent's commission amounts in dollars have also increased, one should not forget that

agents' costs of doing business have gone up. Consumers don't want to be called on the phone, so agents have to do repeated expensive mailers. It seems that every vendor who sells to real estate professionals sees them as "rich" and therefore prices services, such as lead generation, in the hundreds of dollars per month (even if you get none). Also, consumers want to have every assurance under the sky that they are not about to do something stupid when they buy a house (and if they do it's the agent's fault!) so liability issues have become a great concern.

By the time an agent splits the commission with the broker, pays the transaction coordinator "client concessions" and all the necessary marketing costs to get the business in the first place, not much is left over.

If NAR really wanted to demonstrate to consumers that good agents are worth a full

Send tips or a Letter to the Editor to jessica@inman.com or call (510) 658-9252, ext. 133.

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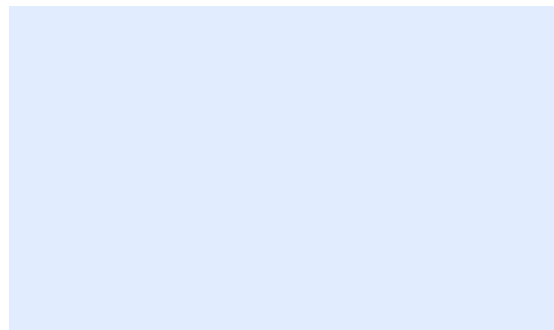


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commission, there should be a report on the impact of commission rate versus days on market for their home. I think it would be an eye opener.

Sylvia Jonathan
Coldwell Banker
Platinum Properties
Irvine, Calif.



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