

## PRESS RELEASE

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FOR IMMEDIATE RELEASE:

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### **RETechnology' s Success Tracker™ Launched at MRIS to Build Premium Revenues**

RE Technology, Inc., (RET) the provider of the largest real estate technology portal in the United States today, has announced the launch of Success Tracker™ designed to help every MLS in North America to create and implement recurring non-dues revenue streams. MRIS, the largest MLS in North America in terms of sales generated, has signed on to be the first customer.

Success Tracker is designed to work with RET's [Success Store™](#), a plug-and-pay e-commerce solution that enables MLSs to market online products and services along with core MLS subscription fees.

Given the way that business is conducted today (and tomorrow) MLSs must utilize many approaches to generate interest and demand for their premium (e.g. non-core) product offerings. Websites, Blogs, social media sites, system home pages and member resource directories are gaining momentum to accomplish this goal.

Premium products (such as e-signatures, agent websites, social media tools, etc.) are also marketed on shareholder association websites, and through directory pages on RETechnology.com. Some MLSs are using video demonstrations, live webinars and office visits and trying as many methods as they can to figure out the best methods for selling premium products. John L. Heithaus, CMO of MRIS states: "Currently, it is difficult, if not impossible, to know which of these efforts are paying off and driving the most purchase conversions. Success Tracker™ contributes to solving that problem for us."

MRIS (Metropolitan Regional Information Systems) is the first MLS to deploy Success Tracker™. MRIS will be able to monitor promotional channels and identify which sources are creating the most leads. By embedding a simple tracking code on every page that promotes non-dues revenues, Success Tracker™ helps MLSs better target and deploy marketing investments.

Using RE Technology's Success Tracker™, MRIS now has visibility into their eCommerce sales funnel. They are able to run reports that track websites where product information is viewed, the number of times the product information is viewed, and the click-through rates to their online store. Combining Success Tracker™ with their transaction reports allows MRIS to measure conversion rate by product, and by promotional avenue and media source.



“Selling products online is a science,” says Heithaus, and there are many industry best practices inspired by world class companies like Amazon.com that we can put to work here.” RET has deployed the first solution we have seen and reviewed that meets and exceeds our needs and I am very optimistic as a result. “

By providing premium services, the MRIS is adapting to meet the needs of customers backed by the service and support their subscribers are accustomed to receiving from MRIS. Success Tracker™ enables this effort in a rapid and cost-effective manner.

### **About Success Tracker™**

Success Tracker™ is an exclusive offering made available to RE Technology MLS and Association partners. Success Tracker™ interfaces with existing MLS eCommerce solutions as well as RE Technology, Inc.'s Success Store. Contact Victor Lund, RET's CEO, at [victor@retechnology](mailto:victor@retechnology) for more details.

### **About RE Technology, Inc.**

RE Technology, Inc. provides MLSs and Associations with a curriculum of daily technology training and education articles to support the development of agent and brokers. The curriculum is designed for integration into the MLS system and the company currently supports Rapattoni, LPS, CoreLogic, Tarasoft, Discover MLS, DynaConnections, FBS, Solid Earth, and Stratus. Today the curriculum reaches 700,000 agents through MLS partnerships generating over 1 million visits per month. RE Technology is offered as a free benefit to MLS subscribers. Visit the site at [retechnology.com](http://retechnology.com).

### **About MRIS**

MRIS is real estate in real-time™, enabling its customers to list and sell nearly \$100 million in real estate each day and nearly \$100 billion in listings and closed sales in

2010. A leading developer of real estate information technology, MRIS connects its customers with timely, accurate and actionable data with a growing portfolio of technology solutions, including broker and agent software products and an industry-leading consumer portal, HomesDatabase.com. MRIS also showcases unique homes and offers tailored community information through its online television network, mrisTV.com. Behind the scenes, the CURE Solutions Group subsidiary of MRIS provides back-end technology to other MLS systems through CURE, a proprietary solution. MRIS serves real estate professionals spanning a 22,000 square mile section of the Mid-Atlantic region, including Maryland, Virginia, Washington, D.C. and markets located in Pennsylvania, Delaware and West Virginia. Visit MRIS at [www.mris.com](http://www.mris.com). MRISblog.com and mrisTV.com, "Like" MRIS on Facebook.com/MRISonFB and follow us on Twitter, @MRIS\_Real\_News.