



## HTML5 Technology Powers Top Producer CRM System

### First Real Estate CRM Web-App That Powers All Devices Rolls into Open Beta

CAMPBELL, Calif., Nov. 1, 2011 /PRNewswire/ -- Top Producer, a leading developer of media and technology solutions for real estate professionals, today launched its HTML5 Customer Relationship Management (CRM) web-app into Open Beta. This new cloud-based web-app uses HTML5 technology to keep Top Producer agents and brokers connected to their contacts and business on any device that accesses the internet including the iPhone, Android, Blackberry, computers, tablets and notebooks. Top Producer is operated by Move, Inc. (NASDAQ: MOVE), the leader in online real estate.

HTML5 is a highly adaptable web-based technology that delivers a rich set of standardized features common to most platforms in a simple and clean interface. HTML5 users don't have to wait for downloads or updates, and can tap into their web-based programs regardless of the mobile device they're using at the time. The fast rise in popularity of HTML5 has been driven by the growth of smart phone users that access the web with all of their mobile devices, and commitments by leading companies such as Apple, Google and Microsoft to support its development.

"Agents and brokers need the best technology at their fingertips so they can stay on top of their business regardless of where they are or what they're doing. To accomplish this, we're using the latest technology to keep them connected to their contacts with a simplified work flow that becomes virtually hassle free," said Steve Berkowitz, chief executive officer of Move, Inc. "We designed the Top Producer HTML5 web-app to be a simple, fast and easy-to-use CRM solution that travels everywhere with our agents. Now they won't miss out on important opportunities, which we believe is vital in today's environment."

This new Top Producer HTML5 CRM web-app was designed to give real estate professionals fast and easy access to their contacts from any web-based device with a suite of tools to help them run their business in a more personalized and genuine fashion in real time with:

**Contextual Coaching** raises agents and brokers to a new level of productivity and responsiveness by delivering automatic follow-up reminders including tips on how to personalize communications with contacts that help cultivate long lasting relationships.

**Streamlined App-Like Interface** places everything at your fingertips with an experience featuring touch and swipe navigation so work flow can be managed quickly. Open-and-go functionality connects agents with contacts instantly so all opportunities can be capitalized on immediately. Menu icons help agents navigate the app and action items intuitively.

**Business Intelligence with Lead Management** removes the stress of on-going follow up by organizing contacts, analyzing the contact 'pipeline,' and prompts on when to reach out and follow up. It also sends feedback on when and how a contact has engaged with their materials. Top Producer agents typically manage 1,890 contacts, have six active listings and 47 closings valued on average at 12 million dollars annually.

**Virtual Assistant 'HTML5 Style'** jump starts an agent's day with a slick calendar view of action items, to-dos and appointments without firing up a desktop. Users can view, add, modify and delete contacts, activities and appointments in a flash, and have key details on active property listings and closings all the time. Action items surface at the conclusion of calls with clients to remind agents to do key things such as record notes or set up appointments.

"We're very excited to introduce real estate's first HTML5 CRM solution," said Errol Samuelson, chief revenue officer of Move, Inc. "As we head towards General Availability in the coming months, we'll continue to work with our Beta users and take their feedback to further develop and refine the product. By taking this collaborative approach to development, we expect this new Top Producer HTML5 solution will deliver on our commitment of making our agents lives easier and more efficient, while helping them grow their businesses."

More than 900 Top Producers participated in an early Beta test program that included on-going feedback sessions with Move's developers and technology team. Early Beta testers of the new Top Producer HTML5 app quickly embraced the freedom it offers:

*"This is an amazing app that will make my life so much easier, particularly while traveling," remarked Frances Warner, a Realtor in Ocean Isle Beach, North Carolina.*

*Realtor Jacque Neef of Boise, Idaho also embraced the new app and its portability saying "I love being able to use my iPad on the go and leave my laptop at home!"*

"I love that Top Producer mobile allows me to carry all of my client contact info and calendar with me at all times," comments Realtor, Alice Hayes of Lincoln County, Montana. "I can also add new projects, names or call directly into my database from my phone."

Top Producer is a complete customer management solution with live phone support, free webinars, an online campus, and on-line help. The system helps real estate professionals manage over 99 million contacts, equating to a total value of over \$650 billion in closings annually.

The Top Producer CRM is available for \$39.95 per month with a one year contract commitment and can be ordered at <http://www.topproducer.com/> along with other Top Producer solutions including Market Snapshot and Top Producer websites.

#### **ABOUT MOVE, Inc.**

Move, Inc. (NASDAQ: MOVE) is the leader in online real estate with over 20.3 million monthly visitors(1) to its online network of websites within the [Realtor.com](http://www.Realtor.com) Real Estate Network. Move, Inc. operates: [Move.com](http://www.Move.com), a leading destination for information on new homes and rental listings, moving, home and garden and home finance; REALTOR.com®, the official website of the National Association of REALTORS®; [MortgageMatch.com](http://www.MortgageMatch.com), [Moving.com](http://www.Moving.com); SeniorHousingNet; ListHub; and TOP PRODUCER Systems. Move, Inc. is based in Campbell, California.

#### **ABOUT TOP PRODUCER®**

Top Producer is also a leading supplier of media and technology solutions for real estate professionals, local and national advertisers, and providers of home and real estate-related products and services. Top Producer is the No. 1 contact management software for real estate professionals.

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(1) comScore Media Metrics, Key Measures Report - September 2011

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