



## Move Unveils New Top Producer 8i iPhone App

### Realtors have in-field power in their pocket

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**WHAT:** Today, Move, Inc. (Nasdaq: MOVE), the leader in online real estate and operator of Top Producer®, the #1 sales and marketing system for Realtors, announces the availability of their Top Producer® 8i iPhone application, putting the leading sales, marketing and lead management system for REALTORS® in the hands of iPhone users. With this innovative market place product, Realtors now have the power of Top Producer in their pocket.

Benefits brokers and Realtors can look forward to with this new iPhone application include:

- The most powerful real estate sales, business and lead management system on the iPhone® and iPod Touch, with comprehensive edit and synchronization features for contact database, leads, activities and memos, as well as access to listings and closings information, so information is available anytime, anywhere. Realtors can update their database immediately, capturing information on leads and activities without having to wait until they have computer desktop access. The applications wireless sync capabilities, which work on a WiFi/3G networks, give users the advantage of having all information up to date no matter where they sign in from.
- Fast, flexible communication for on-the-go and mobile agents. With Top Producer 8i® for iPhone, Realtors can send phone calls, emails, text messages and Top Producer Market Snapshot real estate updates directly from the application. The Market Snapshot feature can capture more leads by marketing directly to the specific needs and interests of the lead. This allows Realtors the ability to follow up and track interest more closely from anywhere.
- A simple, customizable interface designed specifically for the iPhone's touch-screen display, so that crucial business information can be easily accessed at the touch of a finger. The app is also compatible with iPhone OS 3.0 or higher and the iPod Touch.

**WHY:** A Realtor's time is crucial. A majority of the day is spent on the road showing prospective buyers their dream homes. Without the ability to access a computer for hours, a Realtor is unable to update their database or respond to hot leads instantly or on-the-go. Now that Top Producer 8i® technology is available on the iPhone, Realtors will be able to update information in real-time and reply to leads more quickly.

"Top Producer 8i® for iPhone sets a new standard in mobile business management and communications for REALTORS®," said Move, Inc. Chief Executive Officer, Steve Berkowitz. "Today's agents are on-the-road, on-the-go, and more dependent on mobile technology than ever before. Top Producer 8i® for iPhone puts crucial business and contact information in their hands, making it easier and faster for them to respond to leads, build high-touch interactive relationships and manage their businesses - anytime, anywhere."

**PRICING:** The Top Producer 8i® iPhone application is available on a subscription basis. For \$9.95 a month (includes iPhone licensing fee), users get instant access to their customer database anytime, anywhere. A Top Producer 8® subscription is required.

**LINKS:** Download here at iTunes: [www.topproducer.com/iphoneinstall/](http://www.topproducer.com/iphoneinstall/)  
Learn more about Top Producer 8i here: <http://www.topproducer.com/8i/>

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