



## REAL ESTATE BUSINESS SERVICES, INC.

*a subsidiary of the* CALIFORNIA ASSOCIATION OF REALTORS®

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### **Real Estate Business Services, Seek Mobile Interactive partner to form Real Estate Mobile Technologies LLC**

LOS ANGELES (Aug. 4) – Real Estate Business Services Inc. (REBS®) and Seek Mobile Interactive (SMI) today announced a partnership, Real Estate Mobile Technologies LLC (REMT) to develop applications for smartphones, such as the iPhone and BlackBerry® that extend and enhance the REALTOR® value proposition in the mobile computing environment. The initial product offering is “My C.A.R.” for the CALIFORNIA ASSOCIATION OF REALTORS® (C.A.R.), the first native iPhone application for a REALTOR® association nationwide.

“The REALTOR® profession was ready for a mobile tool that provided valuable market and industry information to encourage communication between agents and consumers about their community,” said REBS Chairwoman Liz Fitzgerald. “The widespread market awareness defined through our ZipForm® and Clarus MarketMetrics® brands, positions us to lead the field in delivering relevant applications for REALTORS® in the mobile computing environment.”

REMT will use the proven “My A.O.R.” prototype to easily localize and private brand the app for any real estate entity such as REALTOR® associations, MLSs, and brokers. Organizations also have the option of offering an Inman News feed in the “News to Use” section.

In addition, REMT plans to develop REALTOR®-friendly consumer-based versions. By offering a unique combination of real estate knowledge and mobile computing developer smarts, REMT is poised to position itself as the third-party developer of choice for other entities’ real estate-related smartphone applications.

“We’re very pleased to be working with REBS,” said Jeff Harward, CEO for SMI. “Our experience creating cutting-edge mobile applications fits well with the forward thinking vision that is required for real estate professionals to thrive in today’s market.” SMI also is the developer of the newly released ZipForm® iPhone application.

REBS, as the majority shareholder, will have Chairwoman Liz Fitzgerald and CEO Alan Arora serving in the same capacity, respectively, for Real Estate Mobile Technologies LLC. Long time C.A.R./REBS technologist Chris Tellez will serve as Manager of Product Development for REMT.

Real Estate Business Services Inc. (REBS) is a subsidiary of the CALIFORNIA ASSOCIATION OF REALTORS® and is the leading provider of real estate products and services to practitioners in California. Through its zipLogix joint venture with the NATIONAL ASSOCIATION OF REALTORS® (NAR), REBS develops and distributes the ZipForm® and WINForms® electronic forms software, available to more than 1 million REALTORS® nationwide.

Seek Mobile Interactive (SMI), based in Utah, is a software development company that believes the future is in the phone. It contracts its mobile platform development expertise to companies looking to develop mobile applications utilizing social networking, location based services and interactive game play. For more information, visit [www.seekmobileinteractive.com](http://www.seekmobileinteractive.com).