

FOR IMMEDIATE RELEASE

**TOP PRODUCER SYSTEMS LAUNCHES *TOP PRODUCER*<sup>®</sup> *IDX***  
*Real Estate Agents Now Have a Powerful, Easy to Use Solution for  
Cultivating Leads and Better Servicing Clients*

VANCOUVER, BC — November 6, 2006 — **Top Producer Systems**, the leading provider of real estate sales and marketing software, has launched *Top Producer*<sup>®</sup> *IDX*, a new Internet Data Exchange solution designed to help real estate agents respond to consumers' home buying and selling inquiries directly with real-time MLS property information.

An easy-to-use Web-based system, *Top Producer IDX* works seamlessly with *Top Producer Websites* and other third-party products. *Top Producer IDX* helps agents provide consumers with immediate access to information about properties for sale in their local market, all within the framework of the agent's own website.

In addition to its MLS property search interface, initially available in more than 100 markets, *Top Producer IDX* includes:

- A Property Alert feature that lets consumers enter property search criteria and receive regular e-mail updates with matching new listings
- Automatic posting of an agent's own listings to a featured page
- A feature that enables agents to quickly create attractive Open House announcements
- A password-protected Property Manager that allows consumers to save and track favorite listings
- The ability to compare up to four properties side by side
- Tracking of usage by registered site visitors so agents can provide optimal customer service, prioritize their inquiries and respond to consumer requests more strategically
- Mapping that includes aerial images, community and school reports, printable flyers and agent personalization and branding

"Top Producer IDX is a powerful enhancement to any real estate agent's website," says Errol Samuelson, president of Top Producer Systems. "It not only helps agents easily and effectively connect with consumers, but also helps them provide a higher level of personalized service to their current, past and future clients. And that's sure to give our customers a big competitive edge in today's marketplace."

Allan Dalton, president of Move's Real Estate Division said, "This is yet another example of how Top Producer continues to provide the most advanced technological solutions in a manner that keeps REALTORS<sup>®</sup> out front before, during and after a real estate transaction."

Visit <http://www.topproducer.com> or call (800) 821-3657 for more information. Availability and use of *Top Producer*<sup>®</sup> *IDX* is subject to applicable broker permissions and MLS data provider rules.

### **About Top Producer<sup>®</sup> Systems**

Top Producer Systems Company is the number one provider of real estate sales and marketing productivity systems. The Company's flagship product, *Top Producer*<sup>®</sup> *7i*<sup>™</sup>, is the de facto industry standard, and is selected for private labeling by six of the largest international franchises: RE/MAX International, Keller Williams Realty, Coldwell Banker, Century 21, ERA and GMAC Real Estate, as well as by numerous large independent real estate companies.

Top Producer Systems is a wholly owned subsidiary of Move, Inc., the leading provider of real estate media and technology solutions. Visit [www.topproducer.com](http://www.topproducer.com) for more information.

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