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News Release

For Immediate Release

March 31, 2008

Huff Realty Selects LeadTrax as its Lead Management Solution

*Real Estate Firm Serving Ohio, Kentucky, and Indiana
Preparing to Roll Out LeadTrax Lead Management System*

Huff Realty has signed a contract with **LanTrax, Inc.**, to use LanTrax's signature *LeadTrax Lead Management Solution* to collect, assign, and track its Internet leads.

Developed by LanTrax, Inc., a diversified technology organization founded in 1999 and located in Buffalo, N.Y., LeadTrax is a web-based solution that manages multiple lead sources and streamlines the processes of lead reception, aggregation, qualification, incubation, distribution, tracking, and reporting.

The LeadTrax system collects web leads from corporate web sites and third-party sites (such as Lending Tree and www.Realtor.com) and funnels all the leads into one system for effective management. LeadTrax has the ability to automate aspects of lead management through its customizable business rules, and requires real estate agents to regularly update the leads they are working, ensuring that prospects are receiving superior customer service and regular follow up.

Founded in 1975, Huff Realty has grown to more than 800 agents in 11 offices located throughout the Greater Cincinnati region, including Southwestern Ohio, Northern Kentucky, and Southeastern Indiana. Huff Realty is a member of HomeServices of America, the second largest residential real estate brokerage firm in the United States.

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“We are excited to work with Huff Realty in helping them manage and convert more of their Internet leads,” said Aaron Taylor, president and CEO of LanTrax. Huff has established itself as one of the fastest growing privately held emerging businesses in the Greater Cincinnati area and is an established and respected name in the real estate industry, and we welcome the opportunity to provide our lead management technology to them.”

The LeadTrax lead management system currently is used by more than 40 real estate companies nationwide, including **John L. Scott Real Estate** (located in Seattle, WA with more than 4,500 agents), **Prudential California Realty** (located in Pleasanton, CA, with about 5,100 sales associates), **William Raveis Real Estate** (located throughout Massachusetts and Connecticut with about 1,700 sales associates), and **Hunt Real Estate** (located in Buffalo, NY, with about 1,200 sales associates). LanTrax also provides other software solutions –including the Profit Power back office system, the Agent Resource Center intranet, Do Not Call compliance software, and web hosting to more than 100 clients in the real estate industry throughout the United States.

For more information on LeadTrax, please visit www.broker1suite.com/leadtrax or call Dan Murphy at 866-887-4905.

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