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News Release

For Immediate Release

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Six Prominent Real Estate Firms Select LeadTrax as Their Lead Management Solution

Allen Tate Realtors, Dilbeck GMAC Real Estate, Patterson-Schwartz Real Estate, Prudential Carolina, Rose & Womble Realty Co., and Watson Realty Corp. Currently Undergoing LeadTrax Implementation

Six prominent real estate firms recently have signed contracts with LanTrax, Inc., to use LanTrax's signature **LeadTrax Lead Management Solution** to collect, assign, and track their Internet leads.

Allen Tate Realtors (1,600 agents, located in the Carolinas), **Dilbeck GMAC Real Estate** (650 agents, located in California), **Patterson-Schwartz Real Estate** (350 agents, located in Delaware), **Prudential Carolina** (900 agents, located in South Carolina), **Rose & Womble Realty Co.** (600 agents, located in Virginia), and **Watson Realty Corp.** (2,000 agents, located in Florida) all signed with LeadTrax over the fall and currently are undergoing implementation on the web-based lead management system, said LanTrax founder and CEO Aaron Taylor.

“Our client base using LeadTrax has tripled since last year, and we have heeded the suggestions and feedback we have received from our clients to help improve our product,” Taylor said. “We believe we have created a top-of-the-line solution designed to help real estate firms manage their Internet and Relocation leads and to improve their conversion rates.”

“We are very happy to be working with these successful brokerages, and we are looking forward to building long and lasting relationships with these six companies,” Taylor said.

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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 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.

“The main reason for us choosing LeadTrax is to provide an online tool that our sales associates can use to follow up and keep track of their leads. LeadTrax has a simple interface that our sales associates can adopt without having to substantially change their business practices,” said Les Sease, IT Director for Prudential Carolina. “LeadTrax was also willing to work with us in modifying their software to meet our needs.”

The LeadTrax lead management system currently is used by more than 35 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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