

For Immediate Release

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Metrolist of Colorado Announces Enhancements to Property Search Site REcolorado.com

Denver MLS Partners with Local Matters for Enhanced Online and Mobile Property Search

DENVER, June 1st— Searching online for a home for sale in the Denver metro area can be a frustrating task for a potential homebuyer. Relying on national sites, such as Zillow or Trulia, often leads to listings that are no longer on the market, or inaccurate or contain outdated property data. Leaving homebuyers to question, “Where's the most accurate data?” “Why can't I find the house I just drove by listed online?” “How many sites do I need to search to get all the results?”

The answer to most of these questions can be found in the local MLS database, which is typically accessible only by real estate agents. [Metrolist](#), Colorado's leading MLS, announced a partnership with Denver-based technology provider [Local Matters](#) to overhaul the consumer-facing real estate search site, [REcolorado.com](#).

The new [REcolorado.com](#) will enable potential homebuyers to search the MLS database for the most accurate property listings in the Denver metro area from their online or mobile device. The enhancements to the site focus on providing comprehensive property details, and a clutter-free, easy-to-use search interface. The site is scheduled to launch in early June.

"We are excited by the innovative thinking and fresh ideas that Local Matters brings to the real estate space," said Pat Bybee, CEO of Metrolist. "By partnering with Local Matters, we can work together to build robust features or more relevant tools for both agents and homebuyers."

The site represents the first project in a 2-year partnership between Metrolist and Local Matters. Bybee expressed that future projects would empower agents with marketing tools needed to reach the potential homebuyer wherever they are.

"Prior to contacting an agent, many homebuyers are searching online or on their mobile devices when out-and-about, but the technology to really drive interaction and collaboration between the potential homebuyer and the local agents is limited," said Jeff Porter, Senior Vice President of Products at Local Matters. "The way consumers search for properties and the tools they use is mandating innovation in the real estate industry. We believe real estate buyers, sellers and agents can all benefit from our online, mobile and social products, and we are pleased to be working with a widely respected partner in Metrolist."

For more information on Metrolist, please visit www.metrolist.com. To learn more about Local Matters product offerings, visit www.localmatters.com.

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About Metrolist

Metrolist is the largest MLS in the state of Colorado, supporting the largest network of REALTORS® with the most comprehensive database of real property listings throughout the Front Range. REALTOR owned since 1984, Metrolist provides leading technology solutions to real estate agents and brokers to better serve buyers and sellers. More information about Metrolist is available at www.metrolist.com.

About Local Matters

Local Matters creates meaningful opportunities for agents and businesses to be found by potential homebuyers. Local Matters' products provide online property search site technology, as well as interactive solutions that reach consumers through emerging channels and create new revenue streams. Simply put, these products reach the most relevant consumers at the right time and right place. The Local Matters' team builds specifically for online, mobile and social so clients get the optimum return on investment—and agents capture qualified leads and increase revenue. Local Matters has been a trusted leader in digital solutions since 2002, and has served over 40 clients in 18 countries. Learn more at www.localmatters.com.

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