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## **iHOUSE Web Solutions Pairs up with Real Estate Search Engine Oodle to Provide Homebuyer Leads for Agents**

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**All clients of iHOUSE Web Solutions™ can now have their listings included on Oodle search engine for local classifieds.**

**OAKLAND, CA, March 28, 2006**—iHOUSE Web Solutions, a division of CIS Data Systems™, Inc., and a leader in **real estate web design**, hosting, and other online marketing services, announced a new partnership with real estate search engine Oodle, Inc. By continuing to expand its product offerings, the company is able to further extend its customers' Internet reach into the online real estate community.

The newly formed partnership allows the real estate web site customers of iHOUSE Web Solutions to submit all of their listings to [oodle.com](http://oodle.com), making them available in local real estate search results. Each iHOUSE customer's listing on [oodle.com](http://oodle.com) includes a link to the realtor's web site in order to drive more traffic to the site and generate more homebuyer leads. "We're very excited to partner with iHOUSE Web Solutions," says Faith Sedlin, V.P. of Marketing for Oodle, Inc. "Oodle users benefit from the great housing content, and iHOUSE realtors gain free qualified leads. It's truly a win-win partnership."

According to a 2005 survey by the California Association of Realtors®, over 62% of homebuyers begin their search online. Real estate professionals benefit whenever they can increase the online exposure of their listings and their businesses.

In addition to the new search engine submission capability, iHOUSE customers can easily submit their listings to two other major search engine classified sites, Yahoo! Classifieds and Trulia.com. "One of the major goals is to help our website customers with effective online marketing efforts," explains Paul Sheng, CEO. "We are delighted that our new relationship with Oodle will provide them with greater online exposure and increased website traffic from interested homebuyers." See an example of the streamlined listing submission process at [www.ihousemarketing.com/Oodle.html](http://www.ihousemarketing.com/Oodle.html).

Since 1986, iHOUSE Web Solutions, a division of CIS Data Systems, Inc., has provided real estate professionals with Internet tools to build their businesses. Through continued, successful designs of user-friendly real estate agent websites and other products for real estate web site promotion, the company has built a network of over 10,000 customers, and maintains IDX data feeds with nearly 300 MLS's nationwide. Its web marketing solutions include **iHOUSE websites** and email, **IDXPro** MLS search and email service, **MarketReach** email marketing solution, **VTShowcase** virtual tour manager, and **ConnectTel** toll-free communication service. Headquartered in Oakland, California, iHOUSE Web Solutions can be reached by phone (Toll-Free) at 866-645-7702 or by visiting its website at [www.ihouseweb.com](http://www.ihouseweb.com).

Oodle, Inc., located in San Mateo, California, provides an online search engine with access to classified listings in local areas. The mission of its Real Estate division is to make it easier for consumers to buy housing by connecting them with quality brokers and agents. Launched in April 2005, Oodle now covers 105 metropolitan areas in the US.

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