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iHOUSE Web Solutions Makes Registering with Business Directories A Snap

LocalNet provides a simple, fast, and cost-effective method for Real Estate agents to create and maintain their own up-to-date business profiles which are registered with leading Internet business directories (including Google Local, Yahoo! Local, Verizon Superpages, Yellowpages, and many more).

OAKLAND, CA, August 24, 2006—iHOUSE Web Solutions™, a division of CIS Data Systems™, Inc., today announces the launch of **Localnet**—a new way to build a real estate website's Internet presence.

"Trying to take full advantage of all the search engine directories can be a little intimidating," said Paul Sheng, CEO of iHOUSE Web Solutions. "LocalNet offers a quick, easy, and cost effective method of making your site as relevant as possible to search engines."

The sheer number of available directories, combined with disparate listing requirements, has discouraged many real estate agents from utilizing these important marketing resources. Many small businesses often have out-of-date information—or worse, no information at all—on the Internet. LocalNet's sign up process provides users with a Business Profile in just minutes, saving many hours of research, data entry, and followup emails.

Once a Business Profile is created, LocalNet takes care of the rest. The Business Profile is published on the iHOUSE LocalNet Agent Directory within 24 to 72 hours, which then uploads it to leading Internet business directories including Google Local, Yahoo! Local, Realtor.com, Verizon Superpages.com, Yellowpages.com, and over a dozen others.

"Being registered with and up-to-date on the major Internet directories is the number one way to get noticed by the search engines—and more importantly by customers," said Sheng. "And the Business Profile acts as a standalone website, providing your site with yet another quick link."

"Real Estate agents have busy, fast-paced lives. They don't have time to learn all the current technology—and they shouldn't have to. That's what we're here for."

About iHOUSE Web Solutions

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 11,000 customers, and maintains IDX data feeds with nearly 300 MLS's nationwide, representing nearly two-thirds of all listings in the U.S. Its web marketing solutions include **iHOUSE websites**, **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) 866-645-7702, email info@ihouseweb.com, or by visiting its website at www.ihouseweb.com.

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