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Spotlight Makes a Splash in the Real Estate Marketing Space

iHOUSE's Spotlight, a new single-property website solution for real estate professionals, is selected as an Approved Supplier by RE/MAX International.

OAKLAND, CA, December 4, 2006—iHOUSE Web Solutions, a leader in realtor web site design and online marketing tools, has received an overwhelmingly positive response to the recent launch of their newest online marketing tool for real estate professionals: Spotlight, a single-property website solution.

"Over 3,000 single-property website previews have been created since the beginning of October," says Paul Sheng, iHOUSE CEO. "Many of those were made by customers new to iHOUSE, since Spotlight websites work quite well as stand-alone sites. It's obvious that Spotlight is a true asset to our company."

Spotlight has also received acclaim from RE/MAX International, which has selected Spotlight as an Approved Supplier for single-listing property websites. "The RE/MAX Approved Supplier Program is comprised of the most elite group of vendors in the industry," says Sarah Blankman, Account Executive, Supplier Programs at RE/MAX International. "We looked at a number of single-property listing solutions and selected a very small percent. iHOUSE Spotlight was chosen because our affiliates recommended iHOUSE products and services. We found them to be unparalleled in ease of use, practical pricing, and quality of service. iHOUSE has also been a pioneer in many other forms of real estate marketing solutions and we are proud to offer their services to our Affiliates."

iHOUSE is offering a special introductory "buy one, get one free" offer for Spotlight websites through December 31, 2006. With each \$99 purchase of a Spotlight website, customers are eligible for another Spotlight website—including domain name and a year of hosting—for free.

Spotlight single-property websites allow real estate professionals to create comprehensive, intuitive single-property websites for less than the cost of a newspaper advertisement. Each Spotlight website includes a unique web address, a year of hosting, and all the tools needed to add compelling descriptions, photos, floor plans, virtual tours, property-related documents, and customized links.

[Click here to learn more about iHOUSE Spotlight single-property websites.](#)

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 Solution; **LocalNet** Web Registration service, **Spotlight** single property websites; **VTShowcase** virtual tour manager; **ConnecTel** toll-free hotline phone-

marketing service; and **MarketReach** email marketing solution. 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.

About RE/MAX International

RE/MAX International is a worldwide real-estate network, with more than 5400 offices in over 54 countries. With over 100,000 member sale associates, RE/MAX is an industry leader in providing the most experienced and professional agents to homebuyers and sellers everywhere. Showing growth every month for the past 30 years, RE/MAX is at the head of its class in performance. By requiring high standards for their suppliers, both RE/MAX International and their Approved Supplier Program continue to grow in numbers and value. RE/MAX International can be reached at <http://www.remax.com>.

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