

## **IDX/MLS Search Tools Give College Town Living's Corey Schwartz an Advantage in the Real Estate Market**

*The IDX Broker application provides agents, brokers and other real estate professionals with the tools needed to create a competitive advantage in a growing real estate market.*

Date Released: 01/31/2007

EUGENE, ORE. - IDX, Inc., a leader in online real estate search applications, today announced the addition of College Town Living's Corey Schwartz to its suite of professional real estate clients. Schwartz now uses [IDX, Inc.](#)'s primary application, IDX Broker, to display and completely integrate Multiple Listing Service (MLS) listings on his personal website. This allows him to retain leads generated from direct traffic, rather than losing out to the listing broker through the use of traditional framed MLS search tools.

The IDX Broker application provides agents, brokers and other real estate professionals with the tools needed to create a competitive advantage in a growing real estate market.

The objective in developing a website with an integrated IDX/MLS data feed is to generate new leads quickly at a low cost to the client. With automatic email announcements, custom client home views and advanced admin and integration controls, Schwartz's clients now have access to the entire MLS database on his website. This gives his website an advantage over those that don't integrate the MLS listings with the IDX search tools and gives his listings free advertising on other real estate websites that also display the MLS data.

Additional benefits of using IDX Broker include the ability to automatically create featured listing pages, check the status of new MLS listings and generate automatic emails 24/7. And as a member of Florida's MDMLS and SEFL MLS's, Schwartz provides his clients with access to a wider range of listings, giving him an edge over the competition.

### **About Corey Schwartz**

After seeing a lack of real estate services and information provided to students, parents, employees, property owners and other "College Towners" within the University of Miami community, Corey Schwartz founded College Town Living in 2006. College Town Living is aimed at providing information to anyone living near or around the University of Miami and utilizes integrity and professionalism to offer superior customer service to every client.

### **About IDX, Inc.**

Headquartered in Eugene, Oregon, [IDX, Inc.](#) is a leading provider of web-based applications for real estate professionals throughout the U.S. IDX, Inc. offers two primary applications: IDX Broker and SLM Pro. IDX Broker allows individual real estate agents and brokers to integrate listings from their Multiple Listing Service (MLS) seamlessly into their own real estate website. This integrated IDX data feed allows agents and brokers to generate and manage leads online from all listings in their respective area of specialty. SLM Pro is a Sponsored Listings Management marketing program that assists businesses with the complex task of creating and managing a dynamic online marketing plan. SLM Pro uses a unique approach to online ad placement that maximizes the overall reach of a user's website, while delivering relevant and targeted traffic efficiently. For more information about IDX, Inc. services and products, please visit <http://www.idxbroker.com> or call (800)421-9668.

### **About IDX, Inc.**

[IDX, Inc.](#) is a leading provider of web-based applications for real estate professionals throughout the U.S. IDX, Inc. offers two primary applications: IDX Broker and SLM Pro. IDX Broker allows real estate agents and brokers to integrate listings from their Multiple Listing Service (MLS) seamlessly into their own real estate website. SLM Pro is a Sponsored Listings Management marketing program that assists businesses with the complex task of creating and managing a dynamic online marketing plan. For more info visit <http://www.idxbroker.com>.