

Media Contact:  
Jesse Lovejoy  
Kelly Hamor  
(619) 234-0345  
lovejoy@formulapr.com  
hamor@formulapr.com



## **HomeFeedback, Inc. Launches ForeclosureFeedback™; Tool Helps Real Estate Professionals Liquidate Properties Faster**

*New Service Allows Professionals to Assess Property Values Quickly, Receive Instant Feedback*

SAN DIEGO (March 17, 2008)- HomeFeedback, Inc., a leading provider of Internet-based tools that help real estate professionals sell homes faster, announced today the launch of [ForeclosureFeedback™](#). The company's new tool is the only feedback service providing information on foreclosed properties, which helps asset managers and real estate agents obtain more foreclosure listings, save time managing the selling process and communicate more effectively with potential buyers.

According to RealtyTrac's 2007 year-end report, foreclosure rates continue to skyrocket. Currently, there are more than 2.2 million filings on the market, which is a 75 percent increase from year-end 2006. Given the tremendous volume real estate professionals often manage when working in the foreclosure market, tools that can streamline information gathering and dissemination are essential.

"As the foreclosure market continues to boom, those who work in the field can easily become overwhelmed with the volume of properties they are attempting to liquidate," said Rick Bengson, CEO of HomeFeedback, Inc. "ForeclosureFeedback helps expedite the process by offering an online hub where agents instantly share potential buyers' feedback on properties and agents can automate communication back to interested parties, saving everyone involved in the liquidation process time and energy. Pricing a property properly is imperative to liquidation. The feedback is the best way to price those properties at the market value to sell in an expeditious manner"

ForeclosureFeedback allows those handling foreclosures to transparently monitor feedback received from property showings and market accordingly in order to liquidate inventory. The solution is singularly positioned to help drive sales in this burgeoning market.

For press inquiries and/or to speak with a HomeFeedback, Inc. representative to discuss ForeclosureFeedback, please contact Jesse Lovejoy or Kelly Hamor at (619) 234-0345. Those interested in a free 14-day demonstration of the system can [register online](#).

### **About HomeFeedback, Inc.**

[HomeFeedback, Inc.](#) develops and implements market-leading tools that allow real estate professionals to sell homes smarter and faster. Since 2001, the company has brought a suite of Web-based software solutions for the real estate sector to market, including its flagship product, HomeFeedback™, as well as HomeFollowup™ and ForeclosureFeedback™. Since its inception, the company has helped more than 700,000 real estate professionals in markets across the U.S. obtain valuable feedback from potential buyers and increase home sales.