



## HomeFeedback's New Technology Automates Feedback, Tracks Property Showings

RISMEDIA, April 25, 2008-HomeFeedback, Inc., a provider of Internet-based tools that help real estate professionals sell homes faster, announced the launch of ShowingSync™, a desktop software program that works in conjunction with its flagship product, HomeFeedback™, to automate the process of uploading showing agent information.

According to the company, this new tool, which automatically pulls showing information from lockbox websites, provides selling agents with a simple and time-saving way to track and upload data from showing agents and instantly send feedback requests via e-mail. ShowingSync searches lockboxes twice daily to determine if there are any new showings and works with the industry standard lockboxes, SentiLock™ and General Electric's Supra Lockbox™.

The first service of its kind available to real estate professionals, ShowingSync can be downloaded for free at HomeFeedback.com. Once users have completed the download, they will be prompted with a step-by-step tutorial to help them install and understand the tool. ShowingSync then logs into agents' lockbox software to check for recent showings that have not already been entered into the agent's HomeFeedback account.

"ShowingSync is incredibly valuable for realtors; it saves time, simplifies the feedback request and receipt process, and ensures all potential buyers are tracked and feedback elicited," said Rick Bengson, CEO of HomeFeedback, Inc. "ShowingSync adds to our collection of solutions, including ForeclosureFeedback™ and HomeFeedback, which help real estate professionals streamline the home buying and selling process. We're confident ShowingSync will help agents sell homes faster, which is our ultimate goal."

The beta version of ShowingSync, says the company, is currently in use by more than 1,600 of HomeFeedback's users and Bengson predicts 35% of HomeFeedback's subscribers will use it this year.

"The HomeFeedback ShowingSync system is incredible! It eliminates hours of entering data each week while providing increased feedback on your listings," said ShowingSync user Alan Shafran, of the Alan Shafran Group/Prudential California Realty. "This new feature really enhances the HomeFeedback program."

For more information, visit <http://www.homefeedback.com/>.