

International Marketing for Realtors Reaches a New Frontier

[Sarasota, FL – XXX, XX, 2010] - The Sarasota Association of Realtors® (SAR) announced today that it has partnered with Immobel to offer a 13 language MLS and IDX search through Facebook as an app that will give its members a key competitive marketing advantage. Beginning on November 12, SAR members will be able to offer this multi-language MLS search feature on their own personal pages in Facebook, the largest social networking site in the world.

Facebook users who reach SAR's Facebook page will be able to search local MLS listings using map search in their choice of 13 different languages. Leads from listings will automatically be sent to the listing agent, whose contact information will be posted in the listing detail.

SAR Realtor® members will be able to seamlessly add the Sarasota MLS search to their own Facebook pages, which will include the Realtors®' own branding and contact information. Immobel announced that this new app for Facebook, *IDX Buzz*, will be available to chapter members following the official app launch at the SAR Tech fair on November 12th.

"*IDX Buzz* represents a strategic step in social media real estate marketing," said Janet Choynowski, CEO of Immobel. "The National Association of Realtors® announced last week that 47 percent of all home sales are to first time home buyers with an average age of 30. With this type of demographic, it is imperative that Realtors® have the ability to showcase their listings where these buyers are spending much of their time.

IDX Buzz brings maximum marketing value for a minimal price, providing unprecedented access to Facebook's 500 million users, including half who access the site in other languages.

SAR members already have access to the Immobel multi-language IDX solution for their websites, provided free by the association as a benefit of membership.

Members who have not already set up their profile to use the free Immobel 13 language IDX for their websites can [click here](#) to log in using their MLS username and password. Setup takes less than 15 minutes.

The MLS- IDX app for Facebook, *IDX Buzz*, is a premium product and will sell for \$19.99 per month.

Please stay tuned for more announcements and networking opportunities in upcoming weeks..

About SAR: Since 1923, the Sarasota Association of Realtors® has provided members with the resources they need to enhance professionalism and ensure their continued growth and success to better serve those they represent - their clients. SAR is a trade association representing more than 3,200 Realtors® in the Sarasota-Manatee region. SAR educational programs and seminars help members gain new skills and professional designations, and regular SAR meetings provide opportunities for networking, affiliate contacts, and making a positive difference in the real estate profession. For more information, visit <http://www.sarasotarealtors.com/>

About Immobel: For over 10 years, Immobel has been the leading resource for global marketing for Realtors® including Translations, a 13 language MLS and IDX search, Global Listing Exchange, and Global Referral platform. Immobel provides services to members of over 100 Realtor® organizations in the United States, and is the MLS services provider to 8 international real estate associations including Panama, Costa Rica and Guatemala. Immobel translates over 1.4 million property listings daily and does not use machine

translation in any of its service offerings. For more information, visit
<http://www.immobel.com/About/>

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