

# FOR IMMEDIATE RELEASE

New Unique Search Tool For Chautauqua County New York Home Buyers and Sellers

August 6, 2010 Jamestown NY: Key Real Estate of Western New York announces use of mobile technology to assist home buyers and sellers.

Key Real Estate's Mobile Search is designed to allow home buyers to use their cell phone as an information gathering tool. Many times home buyers see homes for sale as they are conducting other daily activities. Until now, getting home information would require them to interrupt that activity for a significant amount of time. Now all they need to do is text the address to a specified number from their cell phone. In moments they have the information they need. Plus they will have the text to review later. Then with minimal interruption they can continue on with the day's activities.

The reason Key has chosen this as their first mobile search tool is simple: The vast majority of people have text capable cell phones and text plans. David Garofalo, principal broker at Key Real Estate, points to this when he says: "some 82% of American adults use cell phones. Almost every cell phone can text. If you can text, you can benefit from this search tool." While texting is at the heart of this unique home finding tool, Garofalo comments: "You absolutely can use your mobile browser if you like, and it works great that way. However the text option is much quicker. And we feel it gives many more people the opportunity to get home information. Most cell phone users in our area have a basic cell phone with a text plan. Because it works off the text plan, they won't need to have an additional data plan as with some other mobile search options."

Here's how it works: First time users simply text: KEYRE to: 74362. As a suggestion, save the number in your contacts as something like HomeSearch. Once you get setup, now you simply find a listed home for sale and text the address to 74362 (HomeSearch). You will get one text with basic information including price, size, beds and baths. Then you will get a second text with options to retrieve property details, mortgage estimates and if your phone supports picture text you can even get pictures, all on your cell phone. You interact with the system by replying to the system's texts, usually with a one letter or one number reply. It's like your texting your favorite friend. If you are not sure of the house number just text the street name and city. You will get a text with options for houses listed on that street. You can find information on any home listed in the Chautauqua County MLS system, because this mobile tool is based in part, on IDX (Internet Data Exchange) technology which Key Real Estate utilizes. The service is provided for free. However, keep in mind that your cell carriers text and/or data rates and rules apply.

While primarily a tool for buyers, sellers should seriously consider using an agent with this unique technology. Many potential buyer leads are lost because they don't have immediate access to the information about your house as they are driving by or for some other reason. Maybe they simply don't want to call an agent yet. Now they can take just a moment to get that information, increasing the exposure for your home. There are also resources online to help you get the most out of this unique tool. Visit [www.KeyListingSearch.com](http://www.KeyListingSearch.com) and go to the 'Mobile Search' section. From there you can get detailed instructions, and even access your search activity on an interactive online map. If you need any assistance you can call Mr. Garofalo directly at 716-338-2276.

As of this press release, home buyers and sellers alike can access this unique home search tool from Key Real Estate. First time users just text: KEYRE to: 74362. Then text the address of any home listed on Chautauqua County's MLS to: 74362. What a unique intuitive way to use text messaging. Happy house hunting!

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