



Real Estate Brokers Leverage Lead Management Tools

Chicago, IL, July 12, 2006 -- Brokers eagerly embrace technology solutions that enable them to run their offices more efficiently while providing more value to their agents.

“Real estate brokers are using more sophisticated lead assignment systems to track and report lead activity,” said Dave Sidwell, President of Katabat, a company that creates best-in-class software solutions for real estate brokers. “Technology now provides brokers with the ability to save time by reducing lead data entry so they can concentrate on increasing conversion rates with their agents.”

Katabat recently completed a project to integrate its Pipeline Manager software with leading real estate portal Homes.com. Pipeline Manager is seamlessly used with Homes.com broker websites to efficiently distribute and track leads from the first communication all the way through to the close of a sale.

“Homes.com is constantly seeking ways to help our real estate agents and brokers manage and grow their business more effectively,” said Jamie Clymer, Vice President and General Manager of Homes.com, “We're excited about the partnership with Katabat and eager to include Pipeline Manager in our product offering to brokers.”

Katabat Pipeline Manager is an impressive lead management solution that is used by the nation's top brokers to process and track over 40,000 leads each month. In addition to Homes.com, Pipeline Manager accepts electronic leads from RealtyTracker, RealEstate.com, LendingTree, ServiceMagic, ShowingTime, Realtor.com, Real Estate Simulator, Homescape, and Forefront Media, providing brokers with the knowledge of where the most leads conversions.

About Katabat

Founded in 2000, Katabat provides lead generation and lead management solutions to real estate brokers. Katabat's focus is helping firms grow their residential real estate business and supporting their sales forces. Katabat products are outsourced technology solutions backed by years of experience managing large quantities of property data in assorted formats and leads collected through various marketing channels. Katabat serves 80 of the top 200 U.S. real estate brokers. More information is available at www.katabat.com.

About Homes.com

Homes.com, a division of Trader Publishing Company, is one of the nation's leading providers of online real estate services, including property listings, website development and innovative marketing solutions. Over 2 million homebuyers visit Homes.com each month to search the thousands of listings of homes for sale across the country. The

company is headquartered in Virginia Beach, Virginia with offices in San Diego, California and Tallahassee, Florida.

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