

For Immediate Release – July 23, 2009

Media Advisory

New Companies and Products Launching at Connect SF 2009.

The companies and products described below are launching at Real Estate Connect San Francisco 2009. Please make sure to stop by and visit them in the exhibit hall.



The [SmartClosing Calculator™](#) is an interactive widget that enables consumers and real estate professionals to shop and compare closing services and calculate highly-reliable closing costs using data specific to their transaction.



[DocuSign](#) will be launching a series of improvements to the DocuSign product to ease use, such as faxing documents directly into DocuSign and launching a new smaller-sized signature option to fit in smaller signing areas.



[Imprev's](#) new packages make it easy and affordable for agents to create their own consistent, visual brand. Each features a portfolio of matching print and multimedia marketing pieces with robust print, mail, email, and web distribution. The Premier Collection: Distinctive Personal Branding for Real Estate Agents



[NationalBLS](#) lists buyers not houses, they reverse the real estate process to allow sellers to get proactive in finding buyers. Buyers register anonymously and let sellers make the first move and offer to them. It's online dating for real estate.



[RealtySites PLUS](#) is a complete, easy-to-use, full suite of online software designed specifically for Realtors by Realtors. RSP will help REALTORS drive additional revenue through better 'street level' web tools, lead generation/incubation, enhanced consumer experiences and additional unique selling propositions.



[United Lane's Open3DHouse™](#) innovation allows you to create that differentiating WOW factor for you listings allowing potential buyers to literally visualize their dream home and begin the commitment process from the comfort of their armchair.



My A.O.R. is the first native iPhone application for use by a REALTOR® association and its members. The first localized version, "My C.A.R.", is for California REALTORS® and features local market data, loan information, news alerts, an education schedule and much more! It can be easily customized by any REALTOR® Association or MLS.



Created by TV & film producers, [Animoto for Real Estate](#) is an award-winning video creation platform that lets real estate agents automatically turn property photos into captivating showcase videos – not stale slideshows. Animoto's patent-pending technology makes it easy to create unforgettable showcase videos, and even easier to turn those videos into sales-generating marketing tools.

Real Estate Connect San Francisco 2009 will bring together the innovators, technologists, visionaries and risk takers who will define real estate's future. Innovation. Change. New Ideas. Embrace them at Real Estate Connect San Francisco 2009.

ABOUT INMAN NEWS

Inman News (www.inman.com) is the nation's leading independent real estate media news service and content provider. Inman's clients include 50,000+ Web sites and 250+ U.S. newspapers, including *The Los Angeles Times*, *Chicago Tribune*, *Miami Herald*, *Washington Post*, *Denver Post*, *San Francisco Chronicle*, Google, MSN, Yahoo! and RealEstateJournal.com.

ABOUT CONNECT CONFERENCES

Inman News' Connect conferences unite the most influential executives and experts from real estate, mortgage and technology into an active forum for discussion and debate. Real Estate Connect SF opens August 5-7, 2009 at the Palace Hotel in San Francisco.

SOURCE:

Real Estate Connect SF website:

<http://www.inman.com/events/real-estate-connect-san-francisco-2009/sponsors/exhibitors/launch>