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FOR IMMEDIATE RELEASE

## NEW REAL ESTATE SALES SERVICE

Seattle Startup Releases Real Estate Text Link for Mobile Phones

SEATTLE: Seattle-based startup Knovolo announces its Real Estate Text Link product for real estate agents and independent home sellers. This service combines text messaging with specialized Mobile Web content to provide a powerful new avenue to communicate with buyers.



“Our new text messaging service gives real estate agents a new way to communicate with potential buyers” says Greg Bouwens, founder and CEO of Knovolo. “One of the great things about our service is that it gives buyers immediate access to information about a property for sale, any time of day, and the buyer doesn’t even have to get out of their car!”

The announcement this week of Apple’s release of the newly upgraded iPhone makes Knovolo’s product release all the more timely. “Many real estate agents have heard about the iPhone, and other smartphones such as the Blackberry or Treo. Our text messaging and Mobile Web service is the perfect way to reach, and engage, those consumers” continues Bouwens. “By simply sending a text message, consumers can get information about a specific property and if they wish to, view a Mobile Web version

of the property listing.”

The service is free to the house shopper (aside from possible carrier text messaging fees). Knovolo charges the real estate agent a one-time fee, good for the life of the listing, which includes all the setup work (text message creation, keyword registration, Mobile Web design and publishing) and a sign rider to be displayed at the property along with the traditional For Sale sign. The sign rider includes the call to action “For more information, text *DEMO* to 732589.”



This new marketing tool isn't restricted just to the **For Sale** sign. Real estate agents can use the call to action in mailings, newspaper ads, brochures, banners, on the radio, or on TV.

"We're really excited about this new service, and the way it helps real estate agents sell in today's difficult market" concludes Mr. Bouwens. "We already have a good number of customers in the Puget Sound area, and we're expanding quickly into new markets."

Find information on all of Knovolo's Text Link products at [www.knovolo.com](http://www.knovolo.com).

Try it yourself! Text DEMO to 732589 (REALTY)

**About Knovolo:** Founded in 2005, Knovolo is a Mobile Web service provider based in Seattle, Washington. Our proprietary Content Management System (CMS) lets us make your Mobile Web content look good and load quickly on darn near any mobile device. Our text messaging platform lets us set up your text marketing campaigns in hours, not days or weeks. Knovolo – the clear leader in text and Mobile Web marketing solutions.



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