



Professional Web Designs  
5342 Clark Road, STE 114, Sarasota, FL 34233  
Tel: (941) 966-9087  
Fax: (941) 827-2987  
[www.prowebdesigns.us](http://www.prowebdesigns.us)  
[info@prowebdesigns.us](mailto:info@prowebdesigns.us)

For Immediate Release:

## **Broker Sites Are Most Preferred to Display Real Estate Listings**

The Center for REALTOR® Technology, a division of the National Association of REALTORS®, has just released its 2007 technology survey results. The purpose of this annual survey is to better understand REALTOR® technology and industry trends. The 2007 REALTOR® Technology Survey was conducted from Feb 28, 2007 to March 14, 2007 of which 20,000+ NAR members, including agents and brokers, were solicited to complete an online survey about their usage and opinions on such topics as lead generation, client relations, mapping, transaction management and security.

Of the many responses received, the results are clear. The Internet is the 3<sup>rd</sup> most important lead generator behind referrals and repeat business. But exactly what sites are REALTORS® looking to in order to generate leads? Topping the list is their own broker site, followed by REALTOR.com and their local MLS site. On the flip side, REALTORS considered telemarketing, open houses and floor time as least important in generating new leads. These results clearly indicate the need to be online and to need to have a professional and effective broker site.

If your organization is seeking a successful web-based business solution and want become a market leader in your area, Professional Web Designs offers the Pro Web Property Manager -- a cutting-edge, Internet real estate web site designed specifically for real estate firms. For more information about Professional Web Designs or to view a product demo of the Pro Web Property Manager, please call 941-966-9087 or visit <http://prowebdesigns.us> for a publicly accessible demo.

###

*Professional Web Designs is a Sarasota based web marketing firm and the creator of the Pro Web Property Manager. They seek to partner real estate firms with the common goal of marketing their properties.*  
<http://prowebdesigns.us>