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**LionDesk CRM Goes Live for Subscribers of Realcomp, Michigan's Largest Multiple Listing Service**

*Realcomp II Ltd.'s 15,800+ REALTORS® will have exclusive rights to the fast-growing CRM in the state of Michigan*

**Farmington Hills, MI, September 24, 2018** -- LionDesk, a best-in-class platform for real estate sales professionals, announced today that its integrated customer relationship management (CRM) platform is now available to over 15,800 subscribers of Realcomp II Ltd, Michigan's largest Multiple Listing Service. This will allow Realcomp REALTORS® to leverage more than 100 industry technology partners that help make LionDesk such a comprehensively capable and versatile sales and marketing solution.

Subscribers of Realcomp will enjoy this proven, mobile-ready, and innovative CRM to access at no additional charge. With features, among many others, such as video texting, Facebook leads routing, direct mail campaigns, automated lead follow-up, and even VAI (voice-activated internet) services via Amazon Echo, LionDesk works diligently to ensure the business technology needs of its real estate agent customers are fully and consistently supported.

David Anderson, LionDesk President and Founder, sees great potential in the collaboration: "Realcomp subscribers are some of the industry's most tech-forward and experienced. And the sheer expertise spread throughout its subscribing brokerages can now go even farther in serving its collective customer base," he said.

"LionDesk will provide our subscribers a simple, all-in-one solution for keeping pace with today's technology-driven, high-touch home buyers and sellers," said Realcomp CEO, Karen Kage. "This is an exciting benefit for our brokers and agents and, in turn, their customers."

As part of the agreement, LionDesk will work with Realcomp exclusively throughout Michigan, with subscribers being provided access to a seamless, single sign-in process to manage workflows directly within LionDesk.

**About LionDesk**

LionDesk is the leading Integrated Business Platform for sales professionals. Powerful and easy to use with features like CRM, intelligent drip campaigns, video emails and texting, text-2-sell tools, transaction workflows, social and demographic profiling, integrated power-dialer and more, the LionDesk platform is a best-in-class solution with a reputation of proven results for Agents, Teams and Brokers. For more information, visit [www.liondesk.com](http://www.liondesk.com).

**About Realcomp II Ltd.**

Realcomp II Ltd. is Michigan's largest Multiple Listing Service, now serving more than 15,800 valued broker, agent, and appraiser customers in over 2,400 offices across Southeast Michigan. Realcomp II Ltd. is committed to providing the most reliable up-to date real estate information using state-of-the-art delivery methods. Realcomp offers its subscribers top of the line customer service and every staff member has the authority to do what it takes to make certain each customer's experience positive.

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