



**FOR IMMEDIATE RELEASE**

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**NEW REALTOR® TOOLS: REALCOMP NOW COMPATIBLE WITH CLOUD CMA**

FARMINGTON HILLS, MICH. (August 15, 2011) — In an industry where *time* – including time management and time “on the street” – is vital, a new online tool is poised to save REALTORS® time while providing a competitive advantage in the area of report creation. Beginning today, Cloud CMA is available to Realcomp REALTORS® through an agreement signed with the maker of the software, and is being offered at a special rate during Realcomp’s launch of the product.

Cloud CMA, the latest creation of W&R Studios, is an innovative new tool designed to help REALTORS® create professionally designed, customized reports including CMAs, buyer tours, property reports and flyers, efficiently and effectively. Cloud CMA reports blend MLS data and information from top websites including Zillow, Google, Education.com, Front Seat (Walk Score), Panoramio, and others, giving REALTOR® clients the full spectrum of real estate data available. “By making Cloud CMA available to our REALTORS® customers, we’re giving them the option to use a top-tier industry tool to grow and solidify their business while increasing the number of clients they can serve,” said Karen Kage, Realcomp CEO.

Realcomp users can sign up for a free trial of Cloud CMA by going to <http://cloudcma.com/signup/mlspromo> and clicking the button that says, “Try Cloud CMA for Free”. This will take them to a page where they can choose Realcomp from the drop-down list of participating MLSs. Additionally, to take advantage of the discounted launch price (\$199.95/year—a \$50 savings—good through September 2011), Realcomp REALTORS® should choose the Annual Plan option (“Go Yearly to Save”). Note: Credit cards will not be charged if customers cancel within the 30-day FREE trial period.

*Realcomp is headquartered in Farmington Hills, Michigan and has continuously operated as a full-service provider to the real estate industry, offering Multiple Listing Services, real property data, products and training since 1994.*