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**LISTINGBOOK™ NAMES THREE  
REAL ESTATE EXPERTS TO GROWING COMPANY**

*Jerry Haan, Kent Nies, and Dale White to reinforce top-notch executive team;  
bring 40 years of combined experience*

**LAS VEGAS, Nov. 13, 2007** – Listingbook™, a leading online service that connects real estate agents and their clients, today announced the expansion of its executive management team with three real estate veterans who bring with them more than 40 years of combined industry experience.

The announcement, made at the National Association of Realtors Conference & Expo here, comes on the heels of further expansion of Listingbook in several critical housing markets this year, including New York, Southern California, Michigan, and Florida.

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*Listingbook is located at Booth No. 1648 at the  
NAR 2007 Realtors Conference & Expo in Las Vegas*

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Joining Listingbook are Jerry Haan, who has been named vice president of Multiple Listing Service (MLS) sales; Kent Nies, vice president of broker/franchise channels; and Dale White, Southern California regional manager.

“These three individuals bring a tremendous amount of expertise about real estate technology and a keen understanding of housing markets across the country,” said James Barry, president of Listingbook. “Their combined experiences and skills will make them instant assets to the Listingbook team and to real estate agents and MLS groups as we expand nationally.”

Haan, 56, brings more than 15 years of experience selling, servicing and supporting the technology needs of MLS groups large and small from best in class MLS technology providers.

Haan worked for eight years as a regional account manager for Fidelity MLS in Olathe, Kan. In that role, Haan was responsible for supporting existing customers and expanding the company’s market share of medium to large MLS organizations in the Midwest and Southeast regions of the United States.

“I’m thrilled to join Listingbook – it is offering a powerful product that is very timely to the housing market right now,” said Haan, a Michigan native. “The consumer is Internet-savvy and demands the type of access that Listingbook can provide them. And keeping agents in the middle of the process just solidifies the value of the product.”

Nies, 44, will serve as vice president of broker/franchise channels with responsibility for driving adoption of Listingbook by national real estate firms and their franchise networks and large regional real estate firms.

Nies was vice president of sales and operations of the Broker Media Services unit of Dominion Homes Media, a division of Dominion Enterprises, a \$1 billion provider of print media and online marketing solutions. For eight years he led a national sales/service team, supplying uniquely integrated online and offline marketing strategies to real estate clients including Prudential, Re/Max, Keller Williams, Century 21, ERA, and leading independent firms. Previously, he was regional director of Libbey Owens Ford Company, a global leader in providing O.E. glass products to General Motors.

White, 60, of Anaheim Hills, Calif., has worked in the real estate industry for nearly 20 years. For the past three years he worked as a real estate sales agent for Zip Realty. Prior to that, he worked as a trainer for Century 21 for a year and he worked as an agent for ERA North Orange County Real Estate in California for 14 years.

He will be responsible for introducing agents and brokers in Southern California to Listingbook and managing a team of three field service consultants who will provide training and support to brokers and agents using Listingbook on a regional basis. White noted that Listingbook is coming at an opportune time. “The real estate market in California is in a state of flux, and this is a great time for Listingbook because it provides information to buyers and sellers that makes a difference,” he said. “Listingbook will change, powerfully, the way agents conduct business in Southern California.”

The Listingbook client-servicing product complements any local Realtor® MLS system and allows secure access to MLS data only when an agent provides a client account for a buyer or seller. The agent is then able to supply reliable, personalized, current market information, and interact with buyers and sellers while guiding and monitoring their activity.

Listingbook has had an active year. Most recently it signed an agreement with the Multiple Listing Service of Long Island, Inc. Earlier in the year it signed agreements with Southern California Multiple Listing Service; the Realtor® Association of Greater Fort Myers (Fla.) and The Beach; the Pinellas Realtor Organization® of Clearwater, Fla., and West Pasco Board of Realtors of New Port Richey, Fla. In January, Listingbook finalized an agreement with Michigan-based multiple listing service MiRealSource. Listingbook also renewed its contract with the Triad MLS of North Carolina, its flagship agreement.

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## **About Listingbook**

Listingbook™ LLC, based in Greensboro, N.C., is an online service that connects real estate agents and their clients through an integrated platform of client management, sales productivity and direct marketing tools. Listingbook has qualified users who gain access only through their licensed real estate agent. Listingbook is the first-ever web-based community of qualified buyers and sellers, brokers and agents and home service professionals. Listingbook was founded in 1999 and has agreements in place with MLS organizations in North Carolina, Michigan, Florida and California now totaling 86,000 agents, who will have access to this private real estate community portal.

For more information about Listingbook, call 336-722-3456 x101 or visit [www.listingbook.com](http://www.listingbook.com).