



Press Release Contact Information:

Kaya Anderson
IDX Inc.
Media Relations
E-Mail: [Email us Here](#)
Website: [Visit Our Website](#)

Coldwell Banker Residential Brokerage Uses IDX Broker to Provide "Your Fox Valley Connection"

IDX Broker creates valuable connections between consumers and the real estate agents providing access to the useful search tools.

/24-7PressRelease/ - EUGENE, OR, May 03, 2008 - IDX, Inc. has the pleasure of welcoming Stephanie Doherty with Coldwell Banker Residential Brokerage to the list of those using their primary application, IDX Broker. With this custom IDX solution, Doherty can now display property listings information on her website, giving her visitors access to the thousands of listings from the MLS of Northern Illinois (MLSNI). This greatly simplifies her job, giving her time to spend researching leads and building her client base.

The IDX process is a thorough and, on Doherty's end, simple one. IDX Broker takes the raw and unformatted property listings data from MLSNI, codes it into an attractive and easy to use application and then inserts it into Stephanie Doherty's website. Doherty is able to change how it looks, what criteria is shown, how many listings are available, what form the data is displayed in, and what additional options are available to the consumer. She can add the option of saved searches, emailed updates and other valuable extras.

In addition, Stephanie Doherty has access to lead generation tools and detailed traffic reports. These will help her keep up to date on what her customers are looking at and what she can do to further develop a relationship with them. By knowing what information to provide, she is able to increase her leads and strengthen her existing working relations.

About Stephanie Doherty

"Having lived in the Fox Valley for over thirty years, we have certainly seen the area become a favorite place to call home! Each town in the area has very distinct attributes yet posses many similarities. The Fox Valley is and will continue to be a "Great place to live and raise a family"! We can tell that this is a special place because folks moving into the area eagerly anticipate becoming part of the community while the people moving away often feel saddened. I feel very fortunate to have grown up, met my husband Don and raised my two children here in the Fox Valley!

We realize you have many options when selecting an agent to represent you in the Real Estate transaction. Having a full time seven days a week professional staff does make all the difference! My philosophy of serving my clients with unsurpassed service, communication and genuine care for their needs is exactly what we would expect! Our accomplishments would not be possible without you!"

About IDX

Based in Eugene, Oregon and nationally known as a leading provider of real estate search applications. IDX Broker is IDX, Inc.'s principle real estate software utility. This easy to manage and customizable software helps real estate professionals display home listing data from their multiple listing service (MLS) on their individual and/or office websites. For more information on the services provided by IDX, Inc., please visit www.idxbroker.com.