



**Press Release Contact Information:**

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

**Tom Hakala Knows How to Handle Internet Marketing As Shown with His Use of IDX Broker**

*With the benefits of the IDX Broker custom IDX solution, real estate professionals take their customer service to the next level.*

**/24-7PressRelease/** - EUGENE, OR, May 08, 2008 - IDX, Inc. is pleased to include Tom Hakala with Independent Brokers Realty in Lakeville, Minnesota with the multitude of real estate professionals who are using their custom flagship application, IDX Broker. With the inclusion of these search tools, Hakala is now able to allow his website visitors easy access to the thousands of property listings from the Northstar MLS (Northstar), Multiple Listing Service. These days, with over 80% of real estate consumers exploring the internet first, it makes sense to have an easy to use application that can be indexed by one of the common search engines.

The IDX process is, on the realtor's end, an easy one. IDX, Inc. hosts the data on their servers but gives Hakala his own administrative access page where he can change, update and format the information based on his personal preferences. He can utilize tools such as traffic statistics and lead generation to maintain a clear idea of what his visitors are looking at what their needs are, along with displaying attractive additions such as slideshows and mortgage calculators.

In addition to the administrative tools, IDX Broker provides Hakala with an attractively integrated search interface. It is designed by the professional programmers at IDX to fit perfectly into Hakala's existing website design, making it look and feel like another part of his site. Visitors are then free to search with a basic search criterion, an advanced one or a MLS number. They can save their searches, request more information and sign up for automatically emailed updates. All of these options will help make Hakala's website stand out of the crowd.

**About Tom Hakala**

"My background includes over 20 years of experience in law enforcement - first as a Three Rivers Park District Ranger and then as a Lakeville Police Officer. I started in Lakeville as a Patrol Officer and became the department's first K-9 handler. I also served as a DARE Instructor, SWAT Team member/negotiator, Community Liaison Officer, Crime Scene Analyst and Training Officer before moving up to Detective and then Sergeant.

This experience, along with my 24 years of living in Lakeville, have provided me with intimate knowledge of the community and of the surrounding towns of Farmington, Burnsville, Apple Valley, Eagan, Rosemount, Prior Lake, Elko-New Market and Credit River. My communication and problem solving abilities were valuable in police work and are also very important as a broker. Buying or selling real estate can be an emotionally charged experience! Having a veteran negotiator and problem solver on your side can help make the real estate experience more pleasant and profitable."

**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](http://www.idxbroker.com).