

## Press Release

**ShowingTime to Provide Enhanced Agent-to-Agent Messaging to Nearly 1 Million Real Estate Agents to Streamline Homebuying**

*Showing management and market stats leader also announces 35 new MLS-wide licensing agreements since the 2017 NAR REALTORS® Conference & Expo*

Key Points:

* ShowingTime messaging will be available to 950,000-plus agents in more than 200 markets already using ShowingTime products, enabling them to communicate more effectively via texts, mobile app, email and their desktops using the ShowingTime platform
* The first wave of ShowingTime for the MLS clients will be live in 30 days, with most other ShowingTime markets enabled by the end of the year

**May 14, 2018**, **Chicago, IL —** ShowingTime President Michael Lane today announced the company is launching an enhanced agent-to-agent messaging platform that will equip more than 950,000 real estate agents in 200 U.S. and Canadian markets to connect with each other through ShowingTime via texts, mobile app, email and desktop.

The agent-to-agent messaging enhancement is aimed at improving communication while also helping to further streamline the showing appointment scheduling process.

“We’re excited to announce this major new product functionality,” Lane said. “We’ve been collaborating with our MLS and Association clients on their messaging needs to create this enhancement. It is common for agents to correspond prior to scheduling a showing. With this new functionality, they will be able to do so, then immediately book showings when needed. We think this feature will be especially helpful in markets with limited inventory where offers are made as soon as the property goes ‘Active’ in the MLS.

“Our showing management systems are already used to send tens of millions of text messages, emails and push notifications each month to manage more than 4 million showings. Adding this feature will likely double the ShowingTime message volume as we expand our functionality to cover other forms of correspondence besides showings.”

ShowingTime will begin rolling out its enhanced agent-to-agent messaging feature in the next 30 days and expects to make it available to all MLS and Association clients by the end of the year.

Lane also announced today that ShowingTime has signed 35 new MLS-wide licenses since the 2017 NAR REALTORS® Conference & Expo, including new services for the Greater Greenville Association of REALTORS®, First Multiple Listing Service of Atlanta, and The MLSTM of Los Angeles. ShowingTime products and services are now used in more than 200 MLSs throughout North America.

**About ShowingTime**

ShowingTime is the leading showing management and market stats technology provider to the residential real estate industry, with more than 1.2 million active listings subscribed to its services. Its showing products take the inefficiencies out of the appointment scheduling process for real estate agents, buyers and sellers. Its MarketStats division provides interactive tools and market reports for MLSs, associations, brokers, agents and other real estate companies, along with recruiting software that enables brokers to identify top agents. ShowingTime products are used in more than 200 MLSs representing over 1 million real estate professionals across the U.S. and Canada.

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