



your site offers the flexibility and customization

that I was looking for without me having to be a software engineer



“ Just wanted to drop you a few lines about your product. Your site was recommended to me by another agent in the office. At first I was skeptical about using a premade or template site. I just started working at this office and the place I worked at before had a custom site that was made for them through a big name real estate franchise. Needless to say it was costing them thousands of dollars. So when I came on board there was no site and I was asked to call a few places. I am not a computer software wizard but understand a few things. We decided to go with this one small company to make the site and have them manage it as well. It was a nightmare; I never thought it would be this difficult and complicated. Everything was a custom job, if you want this, it will take this long, when we finally got the website done it wasn't what we wanted. To make a long story short, your site offers the flexibility and customization that I was looking for without me having to be a software engineer. I think my site is unique to me and is continuing to evolve as I move ahead with it. If I am stuck, I call and get an answer or your tech support team fixes it for me over the phone! For what I was paying for maintenance to the other company I have a site that I control completely from every angle and every look. Your solution meets all my needs. Happy user LW.”

Leonard Woszczyn
Avalar Homes for Sale
Huntingdon Valley, PA

RealtySoft IDX™

Two IDX MLS® search tools to ensure that your website is the **ONLY** site your clients will ever need to visit

RealtySoft IDX Solutions Open Up Entirely New Possibilities For You And Your Clients

Using RealtySoft IDX solutions empowers your website to display MLS listings for your prospective clients. But the effect is much bigger than a website change. Everything about your real estate selling process will go smoother. By letting clients browse properties as often as they like, at any time during the day or night, they get a useful perspective on the market, they find it easier to locate the home they want, and they make your job easier. As important, MLS listings on your website means that it's the only website they will ever need to visit - a captive audience!

Powerful IDX State-of-the-art Features

RealtySoft IDX solutions tower over other alternatives. They provide access to MLS listings, an easy-to-use client interface, powerful search capabilities, interactive map displays, and access to detailed listing information. Both RealtySoft IDX solutions integrate easily with your website (and easier yet with RealtySoft WEBSITES!) and are easily customized. RealtySoft IDX solutions fully comply with MLS/IDX requirements

Two Versions: Good and Better

RealtySoft offers two different IDX solutions. FreeIDX™, like the name implies, is offered without charge. It is a fully functional IDX option for including listings in your website and offers an excellent interface to display MLS listings on your website and superb search capabilities. It also provides basic lead capture abilities (see comparison chart for details).

RealtySoft's ProIDX™ goes further. In addition to extended MLS search capabilities, it includes RealtySoft's CRM functions and client account management. Among other functions, this means that clients can register on your site, search for listings and save them, compare them, sign up for email alerts, and post notes on various properties. Not least is that with ProIDX, contact information is automatically integrated with the lead-management capabilities of RealtySoft CRM solution.

RealtySoft IDX Feature List:

Two choices: FreeIDX and ProIDX

Feature your listings

Client-friendly interface

Automatic updates of listing

Fully MLS compliant

Easy searching & comparisons

Show points-of-interest (schools etc.)

Easy integration with your website

Advancing mapping with Google®

Capture client information (ProIDX only)

Includes RealtySoft CRM (ProIDX only)

SEO-friendly URLs (ProIDX only)

Sign-up for email alerts (ProIDX only)

FreeIDX and ProIDX Feature Lists

Features	FreeIDX	ProIDX
Display MLS Listings on Your Website	✓	✓
Automatic Listing Updates	✓	✓
Easily Integrates With Other Websites	✓	✓
Create Custom Search Results	✓	✓
Complies with All MLS / IDX Regulations	✓	✓
Customizable Look & Feel	✓	✓
Advanced Listing Search Capabilities	✓	✓
Search By Map Functionality	✓	✓
Detailed Listing Information	✓	✓
Receive Leads Via Email	✓	✓
Street, Hybrid and Train View Maps	✓	✓
Schools & Points of Interest Data	✓	✓
Community Information & Demographics	✓	✓
Comparables and Recently Sold Listings	✓	✓
Search Multiple MLSs Using One Interface		✓
Manage Leads Using RealtySoft CRM		✓
Access To Your Clients Login / Registration Area		✓
SEO Friendly IDX		✓

Be sure to check out these other RealtySoft tools:

RealtySoft WEBSITES

RealtySoft CRM

RealtySoft PRINTS

RealtySoft: The Real Estate Solution Value Leader

RealtySoft is the company that redefined the word "value" when it comes to online real estate solutions. Its prices for agent and broker websites or related solutions are 49% to 77% lower than any other provider in North America.

RealtySoft was founded in 1996. Since then, the company has done nothing but work on developing one thing: the best online marketing tools for agents and brokers, at the best value, that produce the best results.

RealtySoft technology can also be obtained through selected authorized resellers.

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