



International Consortium of Real Estate Associations, ICREA



Proxio, Inc.

For Immediate Release

INTERNATIONAL CONSORTIUM OF REAL ESTATE ASSOCIATIONS PARTNERS TO DELIVER MULTILANGUAGE TECHNOLOGY SOLUTIONS TO AGENTS

ICREA selects Proxio to provide cross-border client referral and property listing exchange support in 11 languages for real estate brokers and agents in 40+ countries.

CHICAGO, IL, / CUPERTINO, CA, (Nov. 19, 2009) - ICREA, a consortium of the world's leading real estate associations, and Proxio, Inc., the international marketing and networking platform for real estate, today announced a partnership to provide the "Global Listing and Referral Platform" a transnational referral platform and world listing exchange application on ICREA's website Worldproperties.com. The platform application will serve for 1.7 million ICREA agent/broker members throughout the world affiliated with one of more than 40 leading national and regional real estate associations affiliated with ICREA.

The partnership was presented to the annual Plenary of ICREA, held in San Diego, CA, last Friday, where ICREA association representatives viewed a prototype for a new design of WorldProperties.com, which includes the introduction of the Global Listing and Referral Platform. The site will be re-launched to take advantage of the Proxio technology and to better showcase to agents/brokers and to consumers over 4 million properties from ICREA member associations.

Property listings and agent/broker profiles will be searchable in 11 languages: English, Spanish, Italian, French, German, Portuguese, Russian, Japanese, traditional Chinese, simplified Chinese and Korean. Additional languages will be added as the project develops.

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“We chose Proxio as our technology partner because they offer a unique set of networking services for real estate professionals, and because they provide all of their services in multiple languages and customizable formats,” said ICREA CEO Thijs Stoffer. “In today’s industry, agents who market themselves and their listings on a global scale are much more likely to do business. ICREA agents and brokers participating in ICREA’s Global Referral and Listing Platform can work in their own languages, and have the option of easily building personal referral networks and promoting listings to other agents worldwide, which helps them grow their businesses.”

ICREA member associations see the Proxio partnership as the foundation of an important member service. “During down markets, agents must be creative in marketing themselves and their listings,” said Stoffer. “While the market may slow in one part of the world, there are buyers elsewhere around the globe looking for distinctive properties for both personal and investment use and WorldProperties.com is the place to find these properties.”

“ICREA is an outstanding organization, promoting professional standards for international real estate transactions and working to provide the best possible information and services to international agents and consumers,” said Janet Case, Proxio’s CEO. “Our technology couldn’t have found a more appropriate application, and we are delighted to have been chosen to be ICREA’s partner.”

ICREA Board Chair Peter Bolton King agrees. “What is unique about WorldProperties.com is that 100 percent of the properties displayed are represented by a professional who abides by a national code of conduct. This gives consumers as well as other agents the assurance they are dealing with a professional,” said Bolton King, CEO of the UK’s National Association of Estate Agents. “The partnership with Proxio will provide enhanced services to our members, allowing them to easily connect with each other and initiate referral transactions—across borders and across languages.”

The newly designed WorldProperties.com site is expected to go live by the end of 1Q 2010.

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About ICREA:

The International Consortium of Real Estate Associations (ICREA) is an alliance of the world’s leading real estate associations. The only organization of its kind, ICREA has dedicated itself to the international promotion of its members’ businesses and has had great success in building a partnership that is improving in the way real property is transacted across national borders and in advocating for industry on global issues. ICREA and its member associations are committed to high standards of professional conduct for member brokers. ICREA members include national real estate associations in Argentina, Brazil, Canada, China, Costa Rica, Czech Republic, Denmark, Finland, France, Greece, Hungary, Ireland, India, Italy, Latvia, Mexico, Netherlands, New Zealand, Norway, Paraguay, Peru, Poland, Portugal, Russia, South Africa, Spain, Sweden, Thailand, Turkey, Ukraine, United Kingdom, United States, and Venezuela, and also countries organized in regional associations representing Central America (El Salvador, Nicaragua, Dominican Republic, Honduras, Costa Rica and Guatemala) and the Arab Region including Egypt, the UAE, Saudi Arabia and Jordan. Learn more about ICREA at www.worldproperties.com or contact ICREA at icrea@worldproperties.com.

About Proxio, Inc.

Proxio internationalizes real estate professionals worldwide by providing property display technology and networking solutions in multiple languages. Proxio’s platform delivers white label marketing and networking applications under license to real estate organizations and enterprises. MLSs, associations, and brokerages use Proxio’s technology and services to extend their reach internationally—to enable their members to transact business across the globe, and to provide a greater value proposition for the clients they serve. Located in Silicon Valley, Proxio’s team of experienced real estate technology professionals is dedicated to creating borderless real estate markets and serving the needs of agents and their multicultural clients. For more information visit www.proxio.com and follow us on twitter.com/ProxioPro or join our community on [Facebook](https://www.facebook.com/ProxioPro).

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