

## **For IMMEDIATE RELEASE**

### **CMSText** Announces REALTY WORLD Vendor Agreement

Lexington, KY. – March 17, 2009, – CMSText, a Lexington, Kentucky based mobile marketing software company, has announced their newly approved vendor agreement with REALTY WORLD, INC. CMSText will offer its text message marketing service to the more than 800 offices of REALTY WORLD.

In a statement release by the company, Conrad R Carney II, Founder and CEO said that he was *“excited to be aligned with REALTY WORLD because of their powerful brand name and their reputation for commitment to excellence. Realty World has a long and storied track record of providing their agents the state of the art marketing technologies and we look forward to our partnership. Both our companies are based on dedication, caring and attention to detail, which are our mutual foundations that have set us apart from our competition.”*

REALTY WORLD, INC based in Costa Mesa, CA is a national and international real estate franchisor operating throughout the United States, Mexico, The Caribbean, and Turkey. The company began franchising real estate brokerages in 1973 and has one of the highest levels of name brand recognition in the country.

*“Because technology plays such a major role in the everyday business of our Brokers and Agents, we see CMSText as a provider of a great service that will enhance the business of our members.”* Gary Longobardo, President, REALTY WORLD INC

Text messaging allows prospective buyers to receive property listing information directly to their mobile phone. CMSText offers the ability for the agent to setup mobile websites for each of their listings providing a virtual tour direct to the prospective buyer’s cellular telephone. Agents can use the CMSText service to send out new listing alerts to interested buyers, instantly notify them of new properties that are available in their price range. Announcements of open houses to the palm of their buyers hand will increase traffic of prospective buyers to the listing. CMSText also offers the flexibility to use the service as a customer retention tool, sending out Birthday and holiday wishes to past clients as well as periodic informational messages. This form of marketing to past clients can be done for just pennies instead of dollars using CMSText.

For more information please contact CMSText corporate communications department at 859-264-7568.