



REAL ESTATE BUSINESS SERVICES®
a subsidiary of the CALIFORNIA ASSOCIATION OF REALTORS®

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CALIFORNIA ASSOCIATION OF REALTORS® first state association to offer REALTOR® iPhone application

LOS ANGELES (July 21) — The CALIFORNIA ASSOCIATION OF REALTORS® (C.A.R.) today announced the launch of My C.A.R., the first native iPhone application for use by a REALTOR® association. This mobile application is available at no charge for members of C.A.R. Designed for the iPhone/iTouch, with a companion version available for BlackBerry® and other Web-enabled mobile devices, My C.A.R. features: market data for 21 regions in California, current loan information, highlights from C.A.R.'s "Market Matters" newsletter, association resources, the ability to search for license renewal and continuing education courses, hot item news alerts, and links to information that may be of interest to C.A.R. Directors.

"C.A.R. is pleased to be the first REALTOR® Association in the nation to offer an application developed specifically for the iPhone," said C.A.R. President James Liptak. "REALTORS® spend most of their time in the field, and mobile devices are their lifeline. To meet this need, C.A.R. created this essential business tool, providing valuable market and industry information that informs and facilitates communication between agents and consumers about the market and their transaction."

My C.A.R. can be downloaded directly from the Apple iTunes store for free. Simply search for the keywords "My C.A.R." in the Applications section. C.A.R. members can acquire a members-only access code by visiting <http://www.car.org/tools/mycar>. The access code is then entered in the "REALTOR® ID" field that exists on the application's user profile page, providing additional application functionality.

Application updates will be distributed through iTunes. iPhones and iTouches will automatically notify users when such updates are available for installation. Users of BlackBerry® and other browser-based phones can locate installation instructions at <http://www.car.org/tools/mycar>.

"REALTORS® must constantly promote the value they bring to the transaction," said Liz Fitzgerald, 2009 chairwoman of REBS®. "My C.A.R. provides instant access to meaningful information that will encourage additional dialog between consumers and REALTORS® with the goal of establishing a connection that will lead to a transaction."

The My C.A.R. interface is a scalable, data-driven application that can be licensed and branded by other local and state associations. An extension of the popular WINForms®/ZipForm® software for the iPhone also is in development.

REBS® is a subsidiary of the CALIFORNIA ASSOCIATION OF REALTORS® (C.A.R.) and is the leading provider of real estate products and services to practitioners in California. Leading the way...® in California real estate for more than 100 years, the CALIFORNIA ASSOCIATION OF REALTORS® (www.car.org) is one of the largest state trade organizations in the United States, with nearly 155,000 members dedicated to the advancement of professionalism in real estate. C.A.R. is headquartered in Los Angeles.

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