

FOR IMMEDIATE RELEASE

**AS MORE HOME BUYERS TURN TO THE INTERNET FOR MARKET RESEARCH, A NEW RESOURCE LAUNCHES TO ENABLE EASIER FASTER PROPERTY SEARCHES IN SOUTHERN CALIFORNIA**

Whittier, CA -- (PRnetwire.com) -- July 22, 2002 -- nEtCommerce LLC today announced the launch of Realnique (www.realnique.com), the first home buying resource that makes shopping for a property in Southern California fast and simple for anybody using the Internet.

What makes Realnique truly unique is partly its focus on real estate that is available in a particular market, specifically Southern California's Los Angeles and Orange County areas. But more importantly, Realnique has been developed based on extensive usability research conducted by numerous U.S. universities and real estate trade associations, which indicate the importance of "ease of use" and most-wanted features when utilizing online research tools. These studies have proven that usability and certain kinds of features are most desired by Internet users.

With Realnique.com, home buyers need not provide any personal information, and may locate properties based on numerous criteria, print instant full-color flyers, locate Realtors(R), view a map of the property location, schedule a showing, and much more. By creating an online portfolio, the visitor can also store properties for comparison and return to view later.

"Many of the pre-existing venues for locating and comparing available homes are difficult to use," said Realnique president John Fitzpatrick. "Most contain regional content not applicable to Southern California, or even contain distracting elements like pop-up ads. Some even try to sell you car insurance or totally unrelated products and services while you're trying to find your new home. Our entire philosophy with Realnique is ... Real Estate, Real Simple."

"Further, the available home information is timely and extremely up-to-date. Realnique pulls property listing information from the Southern California Multiple Listing Service (SoCalMLS) within approximately 12 hours of the property being included in the MLS. Home features, photo(s), map directions, and agent contact information, are all included on Realnique.com automatically."

According to a study commissioned by the California Association of Realtors (CAR), homebuyers using the Internet invest significant time investigating the housing market and financing options before contacting a real estate agent. 49% think the Internet helped them better understand the purchase process, 92% use the Internet much like a screening process to narrow choices, and 78% of Internet home buyers find their real estate agent on the Internet.

Realnique is also a Silver Sponsor of the PWR Connect 2002 trade show, July 23, 2002 at the Disneyland Hotel in Anaheim, CA. More info:

<http://www.pwaor.com/events/html/pwrconnect02/pwrconnect02GenInfo.html>

**REALNIQUE OFFERS SIMPLER, BETTER TOOLS FOR REAL ESTATE PROS**

Mixing high tech Internet Data Exchange (IDX) capability with extreme ease-of-use, real estate pros can finally see the benefit of having an online presence. Realnique provides additional

unique features including personal web messaging, pre-qualified lead generation, selectable corporate identity, branded website as a sub domain of Realnique.com, and the ability to pre-screen and pre-select homes as "featured" properties that will be seen first on the site by prospective home buyers.

"We've made it easy for real estate professionals to showcase listings for the home buyer to see," said Fitzpatrick. "By tapping into the MLS data-stream, we can make content and images available to home shoppers by re-purposing the work already done in getting the listings into the MLS. This saves time, effort, and does not require additional learning or even Internet access. Best of all, we provide a level of control over the presentation which is not possible with other solutions."

"Realnique offers many advantages for both Agents and Brokers who have been reticent to take that step of creating an online presence," said Russ Bergeron, General Manager of the SoCalMLS. "For many it has either been too much work, or beyond their technical grasp. Realnique appears to provide the tools and solutions to make that step an easy one for any real estate professional."

#### JOURNALIST NOTES

Company president John Fitzpatrick is available for media interviews on the subject of real estate marketing, and the benefits of using the Internet for home buying and selling. Market research is available, on request.

A high-resolution JPEG image of the website home page, sample visitor property search, and Realnique logo can be found here:

<http://www.realnique.com/press/realnique1.jpg>

<http://www.realnique.com/press/realnique2.jpg>

<http://www.realnique.com/press/realnique-logo.jpg>

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#### ABOUT THE COMPANY

Realnique was created and launched by nEtCommerce LLC, a marketing and e-business development company located in Whittier, California. The company was founded in 1999 by John Fitzpatrick, a marketing specialist with over 20 years practical experience in business development and implementation. nEtCommerce LLC serves numerous real estate, mortgage and escrow firms. The company also owns and operates PrivateTour.com, an online home tour website. nEtCommerce LLC is located at 10419 Bogardus Ave., Suite 125, Whittier, CA 90603-2643 USA.

#### CONTACT INFO:

John Fitzpatrick

PH: (562) 902-9700

[john@realnique.com](mailto:john@realnique.com)

URL = <http://www.realnique.com>

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