



serving calgary and area REALTORS®

## **CREB® Launches REALTOR Website Product; Chooses Ubertor.com As Partner**

CALGARY, AB, January 26, 2011 -- CREB® (Calgary Real Estate Board) has partnered with Ubertor.com on their new venture which provides REALTOR® websites to CREB®'s over 5000 members.

"We made a strategic decision a few months ago to adjust our core offerings to our REALTORS® and move into the web services business," said Mark Hobbs, Manager, Media Services at CREB®. "The future of real estate boards is evolving and our revenue model needed to evolve with it. We wanted to add a website product and it was determined that the solution offered by Ubertor was the best fit for our REALTOR® members."

Ubertor is a website platform built specifically for the real estate industry for real estate agents around the world. With a focus on video, blogging, social media sharing and search engine optimization, Ubertor is the perfect platform for agents interested in taking their web presence to the next level.

"We chose Ubertor after conducting a thorough search for a REALTOR® specific website providers. We were looking for a product that was easy to use for our agents, customizable and had outstanding customer support. Ubertor fit the bill across the board," said Mark Hobbs.

"We are proud to be the exclusive platform of choice for CREB®," said Stephen Jagger, co-founder of Ubertor.com. "At Ubertor, we focus on not only building a platform that enables real estate agents to build and maintain their own website but we work to educate them on how to make themselves unique by utilizing online video, social media and blogs."

### **About The Calgary Real Estate Board**

CREB® is ranked as one of the largest real estate boards in Canada. It is a professional body of over 5,000 licensed brokers and registered associates, representing 243 member offices. One of the main functions of CREB® is the operation of the Multiple Listing Service (MLS®) System. Through the MLS® System, members and in turn their clients have immediate access to the latest information on properties listed for sale.

### **About Ubertor.com**

Ubertor.com is a REALTOR website platform designed to allow real estate agents around the world build and maintain their own websites. Ubertor has thousands of REALTORS around the world using the platform, to not only showcase their properties for sale but educate their clients and prospective clients through blogging, online video and social media.

For more information please contact:

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