



- FOR IMMEDIATE RELEASE -

COREFACT LAUNCHES LISTASSIST

New platform for ordering online and offline marketing for listings

HAYWARD, CA – July 12, 2016– Corefact, the leading company in advanced printing and online marketing solutions for the real estate industry, announced today the release of ListAssist, a new way for real estate agents to order online and offline marketing for their listings in one place.

“Agents are frustrated when they have to go to one place to order their online listing marketing and another place to order their print material,” said Chris Burnley, founder and president of Corefact. “With ListAssist agents can enter their listing data once and transmit that data to multiple marketing products, including a single property website, and print material, saving them valuable time to market, and providing them with a sophisticated listing marketing package.”

ListAssist is the ultimate marketing tool for listing agents. Agents enter their listing details and photos once, and then they can promote their listings by choosing from a variety of both online and offline marketing materials. Included in the marketing materials is a new product, single property websites, which offers a modern and responsive design, and calls to action including scheduling a showing. Printed pieces include exclusive new design templates for just listed postcards, property flyers and door hangers.

“I’ve been a Corefact customer for three years. I love it that they added single property websites to their products, and combined all the listing marketing that I need in one place. The website and print products are beautiful and so easy to set up,” said Raeann Visentin, of Weichert Realtors in Clayton, CA.

All the ListAssist materials are designed to be complementary, which makes it easy for agents to provide a consistent look in their marketing. Agents can start with the single property website to develop online awareness about their listing, and then invite neighbors to an open house by sending out a just listed postcard. Door hangers can be distributed throughout the neighborhood for added awareness, and property flyers and

brochures round out the mix to showcase the listing. What could take an hour is reduced to minutes with the elimination of redundant data entry.

As part of the launch, Corefact is offering up to three ListAssist single property websites free of charge to real estate agents through August 15, 2016 by using the promo code FREESITE at checkout. After the promotional period, the price will be \$19.99 which will include one year of hosting. Pricing for postcards, property flyers, and door hangers vary depending on quantity and mailing preference.

For more information about ListAssist, go to www.corefact.com/listassist. Please visit www.corefact.com, or follow the company on Twitter @corefact and Facebook at www.facebook.com/corefact.

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About Corefact

Corefact, based in Hayward, CA, is a privately-held company providing a combination of print and digital marketing solutions for the real estate and mortgage industries to help them build brand, generate leads and close more business. The Corefact Home Estimate solution uses variable data printing on direct mail to create a personalized experience for the consumer. Unique tracking codes and strong calls to action generate online activity and increased conversion rates. The company's ListAssist solution gives listing agents a way to order a package of online and offline marketing materials for their listings in one place. Inc. 5,000, 2014. Fast 100 *San Francisco Business Times*, 2013, 2014.

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