



Lone Wolf Launches Marketing Agreement with Trulia



Lone Wolf Real Estate Technologies has signed a marketing agreement with www.trulia.com, enabling Global Wolf customers to seamlessly market their listings on the fastest-growing U.S real estate web site (comScore).

"While aggregating over 2 million listings for our clients at Global Wolf, we recognized that on-line exposure is a crucial component of their overall real estate marketing plan. Over 80% of today's homebuyers use the Internet to conduct their initial research and our desire is to relate that activity to our client's operations through this increased exposure." says Lorne C. Wallace, President of Lone Wolf Real Estate Technologies.

"We are pleased to sign a marketing agreement with Lone Wolf Real Technologies to enable more real estate professionals to connect directly to the audience of serious home searchers who use Trulia.com," explains Sami Inkinen, Trulia's COO & Co-Founder. "This is part of our ongoing efforts to offer more easy solutions for brokers and agents to market their listings and close more business."

Lone Wolf Real Estate Technologies (<http://www.lwolf.com>) is a real estate brokerage infrastructure company, providing solutions from the front office operations, web-sites, and extranets through to the back office operations. The enterprise solution creates efficiency and cost savings in the operation of over 3,200 real estate offices across North America.

Trulia, Inc. (<http://www.trulia.com>), a residential real estate search engine and the fastest-growing U.S. real estate Web site, has revolutionized online home search by offering a rich, intuitive user experience that points consumers directly to listings on agent and broker Web sites. By partnering with the real estate industry, including 93 of the top 100 largest U.S. brokers, Trulia helps more than 3 million unique visitors per month find information on homes for sale using custom search criteria. The site also provides market trends and neighborhood data at the hyper-local level, as well as Trulia Voices, a real estate Q&A community, also enables consumers and professionals to exchange information about their local markets. For more information, go to <http://www.trulia.com>.

Did you know that Trulia will market your listings to an audience of more than 3 million serious home searchers?

- 69% of who are not yet working with an agent
- 81% of who plan to buy a home in the next 12 months
- 52% of who are pre-qualified for a mortgage

Trulia also offers free widgets to attract more customers to the Global Wolf Web site solution offered by Lone Wolf, as well as opportunities to become the online real estate expert in their own neighborhood on Trulia through Trulia Voices.

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