



Lone Wolf Real Estate Technologies purchases Real Estate Profit Navigator® from Real Estate Broker Solutions, LLC

Las Vegas, Nevada (March 22, 2010) – Lone Wolf Real Estate Technologies Inc., the largest provider of real estate brokerage infrastructure software in North America, announced today the purchase of the Real Estate Profit Navigator® software from Real Estate Broker Solutions Inc. (REBOS), part of the Real Estate Business Services (REBS) family of companies. Lone Wolf has been developing the “Wolf Index” set of brokerage analytics and will merge this into the new product which will be called “Profit Navigator powered by the Wolf Index.” REAL Trends, an early partner in the Profit Navigator project, continues involvement in the new enterprise. The sale was effective March 19, 2010.

Real Estate Profit Navigator is a secure, online business planning tool to help owners, brokers, and managers improve their business performance. Complex financial data are broken down into key performance ratios, statistics, and detail, providing brokers with a clear understanding of their operation and also allowing them to compare their results with aggregated industry averages around the U.S. and Canada.

“The acquisition of the Profit Navigator platform from REBOS will provide a vehicle to attach to the Wolf Index data collection from the over 8,000 real estate offices using our Lone Wolf RMS, DPN and Lucero products across North America. This purchase supports our goal to provide meaningful analytics to the real estate brokerage community. And the expansion of our product integration moves towards an industry goal of single point of entry.” said Lorne C. Wallace C.A., President of Lone Wolf.

“We’re very pleased with Lone Wolf’s intent to take Real Estate Profit Navigator® to the next level,” said Robert Bailey, chairman of Real Estate Business Services (REBS) and broker/owner of Aptos, Calif.-based Bailey Properties Inc. “With over 8,000 offices using Lone Wolf software, the value and utility of the software will increase dramatically. We also look forward to opportunities to expand our business relationships with Lone Wolf in the future.”

“When we had the vision for Profit Navigator in 2003, we recognized that brokerages of all sizes could really benefit from the power of Steve Murray’s Real Trends Performance reports. So we developed a system to provide Web-based real-time benchmarking for brokerages. Our partners in California recognized the potential of the idea and helped bring it to life,” said Mike McGrew, chairman of REBOS, immediate past chairman of REBR, and broker-owner of McGrew Real Estate in Lawrence, Kan. “We see the Lone Wolf acquisition of Profit Navigator as a tremendous strategy for helping more brokers improve their profitability.”

About Lone Wolf

Lone Wolf Real Estate Technologies includes a suite of products comprised of the Realty Management System (RMS), DPN, Lucero, Global Wolf office and agent Web sites, Wolf EX company extranet, showing solutions, Wolf Tracks membership management, and other ancillary products. For more information, visit www.lwolf.com.

About Real Estate Broker Owner Solutions

Real Estate Broker Owner Solutions LLC (www.rebos.com) is a partnership between Real Estate Business Services Inc. (REBS), a subsidiary of the CALIFORNIA ASSOCIATION OF REALTORS® (C.A.R.), and Real Estate Business Resources (REBR), a subsidiary of the KANSAS ASSOCIATION OF REALTORS®. REBOS provides real estate tools and services to brokers, owners, and firm managers nationwide.

p: 1.866.CRY.WOLF / 519.624.1236 • w: www.lwolf.com • e: sales@lwolf.com

The names of actual companies and products mentioned herein may be the trademarks of their respective owners.



Lone Wolf Real Estate Technologies purchases Real Estate Profit Navigator® from Real Estate Broker Solutions, LLC (continued)

About Real Estate Business Services

Real Estate Business Services Inc. (REBS) is a subsidiary of the CALIFORNIA ASSOCIATION OF REALTORS® and is the leading provider of real estate products and services to practitioners in California. Through its zipLogix joint venture with the NATIONAL ASSOCIATION OF REALTORS® (NAR), REBS develops and distributes the ZipForm® electronic forms software, available to more than 1,055,000 REALTORS® nationwide.

About Real Estate Business Resources

Real Estate Business Resources (REBR) is a subsidiary of the KANSAS ASSOCIATION OF REALTORS® that was established in January 2000 to provide leading edge programs, products and services to the real estate community.

About CALIFORNIA ASSOCIATION OF REALTORS®

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 150,000 members dedicated to the advancement of professionalism in real estate. C.A.R. is headquartered in Los Angeles.

About Kansas Association of REALTORS®

The KANSAS ASSOCIATION OF REALTORS® has been the voice of Kansas real estate for the past 89 years, and provides programs, services, continuing education, research, and legislative representation to its membership of approximately 8,500 real estate professionals.

Lone Wolf media contact:

Sarah Spooner
Marketing Director
Lone Wolf Real Estate Technologies
(866) CRY-WOLF (279-9563) • sales@lwolf.com

Real Estate Broker Owner Solutions/Real Estate Business Services media contact:

Mark Giberson
CALIFORNIA ASSOCIATION OF REALTORS®
(213) 739-8304
markg@car.org