



Lone Wolf Real Estate Technologies Launches Mobile Marketing Solution

Cambridge, ON (May 6, 2010) - Lone Wolf Real Estate Technologies Inc., the largest supplier of real estate office management software in North America announces the launch of Mobile Wolf Home Preview. This exciting product will give home buyers the power to be one-click away from gaining online access to ANY listing in the market place using the fast growing marketing medium of mobile technology.

This changes the home buyer's search method completely. From the comfort of their car, they would text the house number using a pre-selected keyword and instantly receive pictures and details about the home, including the asking price, right to their phone. What makes Mobile Wolf Home Preview truly groundbreaking is it works on ANY listing while carrying the real estate company branding throughout the entire home buyer's experience.

"We are constantly building upon and enhancing our offerings based on the demands and trends in our industry. Agents used to just have an office phone number, then added a cell number, then added an e-mail address and now their keyword will be a new point of contact." says Lorne C. Wallace, President of Lone Wolf. "And if the office has Wolf EX, our extranet solution, all of the leads are fed into the system's lead management tools, making it a streamlined process for everyone involved."

The prospects get instant answers and the listing agent or the company becomes their virtual agent of every listing in town with this unique mobile tool.

The Lone Wolf Real Estate Technologies mobile technology platform is equipped with a powerful tracking and lead management tool. This tool also allows home buyers to keep track of all of the properties that they are interested in as they drive the market. And, the home buyer can request a showing right from their phone. The real estate company and the listing agents are able to have instant access to the home buyer information.

About Lone Wolf Real Estate Technologies: Lone Wolf is comprised of a suite of real estate industry infrastructure products, including accounting software, front office & web site solutions, membership management products and much more. For more information, please visit www.lwolf.com.

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