

# TrendGraphix NEWS RELEASE

---

## Contacts:

TRENDGRAPHIX: Michelle Carter, VP Sales & Operations (916) 978-4232  
Email: [mcarter@trendgraphix.com](mailto:mcarter@trendgraphix.com)

For release: Tuesday, December 15, 2009

## Santa Fe Association of REALTORS® offers TrendVision Market Reports as a free member benefit

**December 15, 2009**– Trendgraphix, Inc. announced today that more than 900 members of the Santa Fe Association of REALTORS® based in Santa Fe, NM, will now have access to Trendgraphix's TrendVision Market Reports as a free member benefit.

"It's exciting to be able to turn the huge amount of data in our MLS system into graphs and charts that illustrate trends for our members," said Donna Reynolds, Chief Executive Officer of the Santa Fe Association of REALTORS®. "The fact that the TrendVision system is so simple to use, makes it easy for us to roll this new tool out to our members quickly. With the current market and economy conditions, it's essential that our members have this kind of detailed information available at their fingertips."

TrendVision is an online market trending system that generates a set of powerful graphs and charts using MLS data, helping REALTORS® explain critical local market dynamics to their buyers and sellers. TrendVision charts assist REALTORS® in setting client expectations, pricing homes in line with the current market and placing more successful offers.

The Santa Fe Association of REALTORS® is an MLS client of Rapattoni Corporation and serves real estate professionals in the Santa Fe, New Mexico Region. Trendgraphix and Rapattoni partnered in July of 2009 to provide TrendVision reports as an optional tool to their existing MLS customers as well as a standard component of their MLS offering for all new clients.

"Market statistics are more important than ever in this current climate," said Nick Rapattoni, President of Rapattoni Corporation. "We have seen quite a demand in the MLS market for more market trending data and partnering with Trendgraphix has enabled us to offer our clients a robust set of reports using Trendgraphix's proven and simple-to-use technology."

### **About Trendgraphix, Inc.**

Trendgraphix, Inc. has been helping real estate brokers and agents interpret market trends for more than 15 years with simple-to-use and easy-to-understand market statistical programs. Trendgraphix developed its TrendVision Reports to provide powerful graphs and statistics to MLS organizations and their subscribers and continues to offer TrendVision to MLS customers outside of its relationship with Rapattoni. Trendgraphix also offers a full-suite of market trending and market share reports directly to brokers and their agents and currently works with more than 100 brokerages in 18 U.S. states. For more information visit [www.TrendGraphix.com](http://www.TrendGraphix.com) or email [mcarter@trendgraphix.com](mailto:mcarter@trendgraphix.com)