



Press Release

For Immediate Release

Trendgraphix expands relationship with Windermere Real Estate to Northern California

Sacramento, CA – 12/2/10 Trendgraphix, Inc., one of the nation's leading providers of MLS-based real estate reports, today announced its expanded relationship with Windermere Real Estate to cover the company's Northern California region offices. Trendgraphix now services more than 4,300 Windermere agents and managers in 167 offices and four states with its online market reporting system and broker productivity reports.

"Understanding your local market is critical to any broker and agents' success. Trendgraphix reports provide our team with in-depth data that can really help us better guide our clients in what can be a confusing real estate environment," said OB Jacobi, President of Windermere Real Estate.

"Pricing a home in-line with market conditions is the key to a fast sale at the best possible price and these statistics really enable sellers and agents to collaborate on a winning pricing strategy. With short sales, our agents can even use these stats to support offers to banks. From a buyer's perspective, understanding how a listing stacks up against local trends can be critical to placing the offer that wins them their ideal home. Finally, from a management perspective, understanding our company's performance in all the regions we serve enables us to make strategic business decisions around recruiting and growth, to improve business performance and profitability."

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About Trendgraphix, Inc.

Trendgraphix 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 currently works with more than 150 brokerages in 20 U.S. states. For more information visit www.TrendGraphix.com or email mcarter@trendgraphix.com