



FOR IMMEDIATE RELEASE

NEWS RELEASE

CONTACT: Tod A. Myers, Agent
CENTURY 21 Capital Realty
Phone: (585) 414-0855
E-Mail Tod@MyRochesterAgent.com

MyRochesterAgent.com launches first “true” iPhone App for Rochester MLS

Rochester, NY, – CENTURY 21 Capital Realty Agent Tod Myers, announced today that **MyRochesterAgent.com**, a Rochester MLS home search site, is the first in the market to launch the first “true” iPhone App from IDX Broker that is specific to the Rochester MLS – a unique product offering and *the first of it' kind in the real estate industry*.

“So many home buyers are going “mobile” by basically opening a web page and trying to get a full web site on their phone or just not getting enough information and it just doesn’t work,” said Myers. “This “true” iPhone app has home search tools built directly into the application through an advanced map search function making it much more functional, faster and easier to use. Today’s home buyer are going to LOVE this especially since the latest mobile usage studies from Admob indicate iPhone users compromise 48% of all mobile browsing sessions. It’s a unique iPhone application created for a better experience in the mobile world.”

iPhone users can download the app directly by searching “IDX” from the App Store, then selecting “My Agent by IDX,” installing and begin searching homes in the Rochester market within minutes. Users will be prompted for a market specific code – **2831** which their iPhone will remember each time the app is launched. A simple iPhone update to the latest software version may be required as well from iTunes.

Agent Tod A. Myers, (www.MyRochesterAgent.com) a commercial and residential real estate specialist, is part of the Quality Service Award Winning Office, Capital Realty, a full-service real estate brokerage company with multiple divisions for relocation, fine home and estates, lakefront, investment and assisting seniors through Mature Moves and Transition Services based within the Legacy Communities . CENTURY 21 Capital is located at 31 Canal View Blvd, in Greece, NY, Richard Baart, Principle Broker. (585) 721-2180

Century 21 Real Estate Corporation (www.century21.com) is the franchisor of the world’s largest residential real estate sales organization, providing comprehensive training, management, administrative and marketing support for the CENTURY 21 System. The System is comprised of 7,075 independently owned and operated franchised broker offices in more than 35 countries and territories worldwide. Century 21 Real Estate Corporation is a subsidiary of Cendant Corporation (NYSE:CD).

©2009 Century 21 Capital, Century 21 Real Estate Corporation. An Equal Opportunity Company. CENTURY 21® licensed trademark to Century 21 Real Estate Corporation. Each Office Independently Owned and Operated.