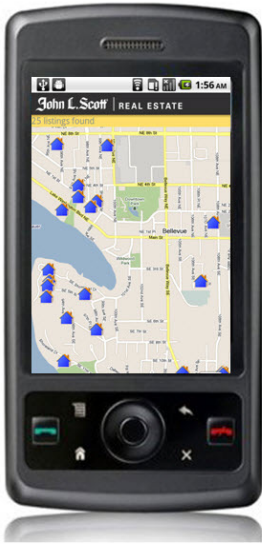


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John L. Scott Launches Android App

First regional real estate brokerage in Northwest to offer Android App technology

Seattle – In response to the growing market share of Android smartphones, J. Lennox Scott, Chairman and CEO of John L. Scott Real Estate announces the launch of his company’s new Android App. Available for free in the Android “Market”, John L. Scott is the first regional real estate company to offer this technology in the Pacific Northwest and one of the first to do so in the nation.

“We’ve seen such a huge paradigm shift in how consumers look for homes online over the past five years thanks to interactive mapping,” said Scott. “Then came the iPhone and now the Android which are both very intuitive devices that integrate seamlessly with the online real estate experience. Creating an App so our clients can easily search for homes on their Android device was a no brainer.”

John L. Scott’s Android App utilizes GPS-enabled search functionality within an interactive mapping environment that offers road, satellite, and traffic overlay views. It also offers voice-enabled search so buyers can verbally state their desired search location criteria and the map will navigate accordingly. Home searches can also be performed using an MLS number or John L. Scott property code. Robust search results offer comprehensive property details with built-in sharing tools, such as Facebook, Twitter, email, and SMS, as well as a photo gallery, driving directions, Google Street view, and mortgage calculator.

“The cool factor is that you can stand outside of a house that is for sale, use the GPS functionality on your Android to find your location, pull up that home’s property detail page, and then look at photos of the inside of the home without having to physically go inside,” said Scott.

Scott added that after watching Android increase its market share exponentially in recent months it was decided that developing an Android App needed to move up the list of priorities. Nielsen Research reported that Android was outpacing iPhone sales with new smartphone buyers and that one in three smartphone users is utilizing the Android platform.

John L. Scott’s Android App can be found by going to the Android “Market” and searching for keyword John L. Scott.

For more information or to speak to someone about John L. Scott's new Android App, please email shelleyro@johnlscott.com.

About John L. Scott Real Estate:

John L. Scott has 120 offices and more than 2,900 sales associates in the states of Washington, Oregon, and Idaho. Last year, John L. Scott closed over 25,000 transactions for 6.8 billion dollars in volume sales. John L. Scott's award-winning website – www.JohnLScott.com - reports over one million user visits per month.

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