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John L. Scott Real Estate Leader Receives Microsoft Innovation Award

Seattle – Pat Giles, Vice President of John L. Scott Real Estate’s marketing, interactive marketing, and IS departments recently received the “Microsoft Innovation Award” for her leadership in driving John L. Scott’s internet strategies and [award-winning website](#).

According to [Microsoft](#), the Innovation Award is given to customers who leverage new and innovative technologies from Microsoft to advance their business in creative, emergent, and innovative ways. The description goes on to say that while this process is a ‘group’ effort the award is meant to recognize one’s strategic thought, decision making, and execution of specific ideas and initiatives.

“Pat is an impactful leader who has the unique ability to identify and apply influential and emergent technology to the business in a very relevant way,” said J. Lennox Scott, chairman and CEO of John L. Scott Real Estate. “Through her guidance and the expertise of her team, JohnLScott.com continues to push the technology envelope in an effort to provide consumers with the ultimate online real estate experience.”

[John L. Scott Real Estate](#) began partnering with Microsoft in 2006 when it became the first residential real estate company in the nation to feature Virtual Earth interactive mapping (now Bing Maps). This was followed by John L. Scott’s Neighborhood Wizard which uses Microsoft’s polygon drawing technology. The most recent product of John L. Scott’s relationship with Microsoft saw the launch of [JLScconnect](#) which utilizes Microsoft’s emerging technology [Silverlight](#) and [Live Services](#) as a gateway to the growing ecosystem of social networking services. Read the [Case Study](#) that Microsoft conducted about the development and launch of JLScconnect.

For more information or to speak with Pat Giles, please email shelleyro@johnlscott.com.

About John L. Scott Real Estate

[John L. Scott Real Estate](#) was founded in 1931 and is currently led by third generation chairman and CEO, J. Lennox Scott. John L. Scott has 130 offices and more than 3,200 sales associates in the states of Washington, Oregon, and Idaho. Last year, John L. Scott closed over 25,000 transactions for more than seven billion dollars in volume sales making it one of the most productive regional real estate companies in the nation. The award-winning website, <http://www.johnlscott.com/>, receives over one million user visits a month.