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## **John L. Scott Real Estate Launches Mobile Website**

*New mobile site is first step toward larger Microsoft launch*

**Seattle** – J. Lennox Scott, chairman and CEO of John L. Scott Real Estate, announces the launch of a mobile version of his company's award-winning website, [www.JohnLScott.com](http://www.JohnLScott.com). Now, consumers can search for nearby properties and look up comprehensive listing information on their cellular phone by going to [M.JohnLScott.com](http://M.JohnLScott.com). The launch of John L. Scott's mobile website is the first step towards a larger scale launch with technology partner, Microsoft. In the next phase, John L. Scott will be the first real estate company in the nation to roll out Microsoft's newest Silverlight technology.

Silverlight is a browser-based technology that allows for rich user experiences. John L Scott plans to leverage Silverlight with Virtual Earth, Windows Media, and GPS tracking to allow consumers to pinpoint their exact location and then display homes for sale around that point in a rich, immersive way.

"The launch of Silverlight will signal the next big step in real estate technology, bringing together the power of Virtual Earth, video, GPS, and real time real estate information to create a highly interactive mobile platform for consumers," said Scott. Scott added that Microsoft continues to feed John L. Scott's voracious appetite for technology, resulting in a mutually beneficial partnership for both companies.

### **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. With more than 4,000 sales associates in 145 offices in Washington, Oregon, and Idaho, John L. Scott is considered one of the most productive real estate companies in the nation. Last year, John L. Scott closed over 44,000 transactions for 14.6 billion dollars in volume sales. The award-winning website, [www.johnlscott.com](http://www.johnlscott.com), receives over one million user visits a month.

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