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John L. Scott Creates Ultimate Buyer Platform With New Mobile Website *Now Optimized For Apple iPhone™ Without Application Download*

Seattle—J. Lennox Scott, Chairman and CEO of John L. Scott Real Estate, announces that the next phase of his company's mobile website platform has been released. The upgrade includes several new features for mobile devices, as well as custom enhancements for the Apple iPhone user.

"We are constantly looking at our existing technology and asking ourselves, 'how can we improve upon this?'" said Scott. "The answer was designing an upgraded mobile website that gives people everything they need to search for homes on the go." Scott added that what he is most excited about is the web application his team built that automatically detects iPhone users and provides customized enhancements without the added step of downloading an application. "There's no assembly required; just switch on your iPhone and our website will do the rest," said Scott.

Pat Giles, Vice President of Marketing, Interactive Marketing and IT, says that with the growing use of the iPhone it was clear that her team needed to design features that would take advantage of the device's sleek interface.

"The iPhone represents over 50% of all smart phone web traffic and its growth is outpacing other devices by a significant margin," said Giles. "We felt it was important to tap into the iPhone user and provide a fluid online experience that maximizes the phone's seemingly limitless capabilities."

New Features for iPhone on JohnLScott.com:

WebApp: instead of creating an application that must be downloaded and updated, JohnLScott.com automatically detects the iPhone and provides specific enhanced features to those users.

Geo Location*: GPS technology automatically pinpoints your location and then displays real time real estate information as you go. Click one button and see all nearby homes for sale and open houses; you may also locate the nearest John L. Scott office.

Touch Gestures: use your fingers to slide from one photo to the next.

Orientation Change: rotate your iPhone for landscape (wider) view of information and photos.

** Compatible with iPhone OS 3.0 or greater*

Giles says that while her team concentrated largely on features for the iPhone, upgrades to John L. Scott's main mobile website will benefit other smart phone users as well.

Additional Upgrades for all Smart Phones:

New Sleek Look and Feel: updated design with centralized navigation.

Larger Photos: Click on the individual thumbnails to reveal larger images that allow you to get a better view of the home.

Orientation Change: For smart phones that support this functionality the screen automatically adjusts itself when the device is rotated.

Property Tracker: Now you can sign into your Property Tracker account, view saved favorites and saved searches, save new favorites, as well as see your Online Agent's contact information (if applicable).

Agent Search: This search tool allows you to easily look up John L. Scott agent contact information while on the go; one click to call or email.

Additional Search Fields: Square footage and acreage have been added to the existing search fields which include address, radius, price, and numbers of bedrooms/bathrooms.

As is already the case on JohnLScott.com, you can access comprehensive property information on all homes for sale from all real estate companies throughout Washington, Oregon, and Idaho using the MLS number, address, or a John L. Scott listing's five-digit code.

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 133 offices and more than 3,600 sales associates in the states of Washington, Oregon, and Idaho. Last year, John L. Scott closed over 32,000 transactions for more than 9 billion dollars in volume sales making it one of the most productive regional real estate companies in the nation. The award-winning website, www.johnlscott.com, receives over one million user visits a month.

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