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Press Release

Source: e-Agent, Inc.

Independent Study Validates e-Agent Online Lead Generation

Monday March 20, 1:07 pm ET

RESTON, Va.--(BUSINESS WIRE)--March 20, 2006--e-Agent, a provider of online marketing services for residential real estate professionals, announced today the results of an independent study proving that the quality of the company's Internet-generated leads is on par with traditional methods and these leads turn into transactions more quickly than typical Internet leads.

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Forbes columnist & money manager, Ken Fisher

The study was conducted by Real IQ, a research and consulting firm specializing in the mortgage and real estate industries. The company began with 100,000 leads generated through www.e-agent.biz during the first nine months of 2005, roughly half e-Agent's annual tally. Real IQ then determined the validity of the leads by comparing names and addresses on those leads with residential property transactions subsequently recorded in public county records. Among the valid leads, one in five resulted in an actual buy or sell transaction. And

more than four in five of those consumers transacted within six months of submitting their information.

According to Stephen Bedikian, a partner at Real IQ Consulting, leads generated by e-Agent convert into residential property transactions substantially faster than the online industry average. "In similar lead analysis studies that we've conducted, we typically see between 60-65% of leads that are going to result in property transaction, do so within the first six months after the date of lead submission," states Bedikian. "For e-Agent leads that figure is over 80%, that is at least a 15% advantage over all its competition." The study also found that 1 in 12 of those leads

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resulted in two transactions (both a buy and a sell).

"The Real IQ study clearly refutes industry convention wisdom, instead proving that Internet-based lead generation can create higher yields compared to traditional techniques," said Chief Operating Officer Megumi Suzuki. "Moreover, by presenting our agents' credentials up front, we create a 'virtual handshake' with consumers, enhancing trust online which increases the odds our clients will close our leads faster."

e-Agent, Inc. was founded by real estate brokers and agents to combine the efficiency of Internet technology with the one-to-one professional contact that is a hallmark and necessary component of the industry. The company's exclusive marketing services allows real estate professionals to maximize the potential of online marketing without taking time away from the business of helping their clients. For more information, visit: www.e-agent.biz.

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