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**MOBILITYRE REVOLUTIONIZES THE REAL ESTATE INDUSTRY
WITH INVESTMENT FROM BANYAN VENTURES**

*For homebuyers searching for properties and real estate agents looking to generate leads—
there's now an app for that*

SALT LAKE CITY, APRIL 2012—Banyan Ventures, a professional venture-building firm in Salt Lake City, recently partnered with MobilityRE to launch and market the new company and its innovative products and services for the real estate industry.

MobilityRE, also based in Salt Lake City, is a rapidly growing technology company that develops mobile device applications for real estate professionals throughout the United States and Canada. Several leading real estate brokerages—including Prudential, Coldwell Banker, Keller Williams, Century 21, and RE/MAX—have purchased MobilityRE subscriptions since its products were introduced earlier this year, and thousands of homebuyers are using the services.

“Our partnership with Banyan Ventures has been incredible for our business,” said Ben Teerlink, Chief Operating Officer and Executive Vice President of MobilityRE. “We nearly doubled our revenue in the first quarter alone.”

Designed by real estate professionals, MobilityRE apps allow homebuyers to search and view on their mobile device any property on the Multiple Listing Service (MLS). The apps are custom-branded so buyers see the subscribing real estate broker’s or agent’s contact information on every listing. The agent is immediately notified every time a buyer uses the app to view a listing, opening a line of communication between the buyer and agent.

MobilityRE apps can be accessed by new and existing users through multiple portals, making it the most convenient app suite on the market today. Given that 90 percent of homebuyers start their home search online, these apps are a powerful tool to increase buyer convenience, brand awareness, and customer loyalty—ultimately helping real estate professionals attract more clients and sell more homes.

Banyan’s investment in MobilityRE was crucial in developing and promoting the technology. Banyan now oversees company operations, marketing, sales, and financial management.

“The combination of capital and executive leadership that Banyan brought to the table has enabled us to scale our business for growth,” said Teerlink. “The capital allowed us to build an entire sales force to sell and promote our products nationwide. And the addition of Banyan’s executive leadership has created the perfect team to build and grow our business in the future.”

Visit www.banyanventures.com and www.mobilityre.com for more information.

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ABOUT BANYAN VENTURES

Banyan Ventures was founded in 2003 by a team of partners with extensive experience in strategic planning, operations, financial management, sales, and marketing. With this expertise, Banyan has established a robust infrastructure and proven methodology for helping early-stage companies to grow and succeed. Visit www.banyanventures.com for more information.