

FOR IMMEDIATE RELEASE

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iEvaluateHomes (iE) – Free App for Accurate Property Valuation by RE/MAX Now Available for Smart Phones and Computers

June 25, 2012 - Have you ever wanted to know what your home is worth? Launched by a RE/MAX agent, a new app for iPhone or Android and PC or iPad effortlessly estimates the value of your home in Canada and the United States. Property owners can obtain a more accurate estimated value of their home with a few simple clicks in iE.

Current automated web-based assessment tools only provide consumers with the average property price. This causes estimates to be inaccurate, sometimes by as much as hundreds of thousands of dollars on a single property. Property owners today not only want instant information at their fingertips, but accurate and reliable information as well so that they can make critical buying and selling decisions. iE now makes this possible. iE is efficient, interactive and most importantly, an easy-to-use app. It is technology powered by people. iE leverages the expertise of over 90,000 RE/MAX Associates worldwide who have the ability to analyze data and have the expertise to deliver a more accurate and comprehensive evaluation to the home owner.

“There isn’t an app on the market that can generate an appraisal report to property owners this easily or quickly,” says Geraldine Santiago, creator of iE. “Technology plays an extremely important role in real estate. Any attempt to reduce the valuation system to an only automated system is a disservice to the home owner as valuations are inaccurate.”

iE requires basic information to be inputted by the home owner, such as the address, property type, square footage, year built, number of bedrooms and bathrooms. In addition, they can also upload up to three photos of their property that they would like to feature, such as a newly updated bathroom, a kitchen or a living room and can add comments regarding updates and finishes. Once this information is uploaded, it is immediately sent to a RE/MAX Associate who specializes in the local area so an accurate report can be completed and emailed to the property owner within xx hours.

PRICING AND AVAILABILITY

iEvaluateHomes (iE) is free app and is available worldwide . This app can be launched from a computer or iPad at www.iEvaluateHomes.info. Sample appraisal reports are available from

these websites though individual reports may vary.

APP REQUIREMENTS

iPhone : Apple iOS and Android: Google Android iOS

ABOUT GERALDINE SANTIAGO

Ms. Santiago is a licensed RE/MAX Crest Realty (Westside) realtor and published author of “The Complete Home-Buyer’s Guide for Canadians”, “Selling Your Home in Canada” and “Buy and Sell Recreational Property in Canada”, Self Counsel Press Ltd. She is a respected lecturer delivering seminars for over ten years on buying Vancouver real estate. Contact Geraldine at geraldinesantiago9@gmail.com , geraldinesantiago1@remax.net, cell 604-764-6873 or www.iLiveinKits.com.

ABOUT RE/MAX

RE/MAX is Canada’s leading real estate organization with over 18,700 sales associates situated throughout its more than 720 independently-owned and operated offices in Canada. The RE/MAX network, now in its 38th year, is a global real estate system operating in 87 countries, with over 6,200 independently-owned offices and over 90,000 member sales associates.

RE/MAX realtors lead the industry in professional designations, experience and production while providing real estate services in residential, commercial, referral, and asset management.

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