



Keller Williams & DMX, Inc. Help Realtors Connect with Buyers Via Text Program

Austin, TX—DMX, Inc. partners with Keller Williams Realty, Inc., in several of the DFW Metroplex offices to provide a cutting edge real estate shopping experience for area real estate buyers, sellers and agents. DMX worked with Keller Williams to provide a Realty Text Program that will raise the bar in communications between listing agents and property buyers.

The Realty Text Program provides an interactive mobile advertising and lead generation platform for real estate professionals. This innovative and easy-to-use tool helps connect buyers and sellers using text messaging and integrates with MLS data systems. Consumers, and property buyers, gain instant access to information, share it with others, or reference it later without even skipping a beat. The agent receives a high-quality lead, preventing a lost sale opportunity.

Brian McKinley, VP of Marketing for DMX, Stated, “DMX is excited to partner with Keller Williams and launch a Realty Text Program that will impact the way buyers and sellers interact. It’s a very exciting time in the mobile industry and we believe Realtors can take advantage of all the new mobile benefits we can now offer in the marketplace. A few of the benefits include: buyers get information on their phones 24/7, mobile virtual tours from MLS photos, team lead alerts, Website widgets, as well as online training. DMX is managing all the customer service, account provisioning, and training and we have sought out Goomzee for the back end and MLS integration. We believe this innovative program has the ability to change the Real Estate industry.”

This program appeals to both buyers and sellers; they will be able to get information more rapidly that will result in faster buying decisions that lead to sales. Anne Lakusta, Team Leader, Keller Williams Dallas Metro North, commented, “Keller Williams is pleased to roll out our new Realty Text Program that is certain to benefit our sellers and frankly the entire marketplace with easier to use, more immediately available information. We are pleased to partner with DMX; we wanted to use a company with a strong reputation in the industry who we knew would be there to roll out the program and provide us with the back end suppliers we need to manage this large intuitive. We are thrilled to be leading our industry in the mobile marketplace.”

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About DMX

Recognized as an international leader of experiential marketing services, DMX creates cohesive brand experiences across physical and digital environments. From mobile-enhanced in-store activation, to branded digital music microstores, from branded streaming music players embeddable across social networking sites, to turnkey music promotions, DMX’s interactive strategies leverage a brand’s physical and digital properties to create unique customer experiences. DMX’s in-store services include music,

video/digital signage, and scent marketing. For more information please visit DMX at www.dmx.com or download the DMX iPhone app. at iTunes.

About Keller Williams

Keller Williams is an Austin, Texas-based, real estate franchise company with over 80,000 real estate agents, operating in more than 695 market centers (offices) across the United States and Canada. Each office is independently owned and operated. For further information about real estate services or a career in real estate, please contact Anne Lakusta, Keller Williams Dallas Metro North Team Leader at (972)874-1905 or annel@kw.com.

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