

Getting Personal with Unique Real Estate Agent Search Technology from PinpointAgent.com

Pinpoint Agent breaks through to some very personal information on real estate agents, letting consumers know more than ever about who represents them.

CHICAGO, May 20 – Pinpoint Agent, Inc. today announced the national release of its flagship, patent-pending consumer search tool at www.PinpointAgent.com. This new, free website breaks a lot of personal taboos, allowing consumers to find an agent based on 11 unique criteria – including (among others) the agent’s ethnicity, marital status, religion, gender, age and even ages of their children.

“Too many home buyers and sellers choose their agent based on a yard sign, or by the agent’s photo in an online home listing,” says Pinpoint Agent CEO, Jonathan D. Hoover. “So many websites are designed to help you find a property, but leave finding proper representation on this enormous purchase to chance. Pinpoint Agent is about the people, not the properties – and our agents share a lot of personal details about themselves. Our research shows it is this type of information that matters most, but a lot of consumers are uncomfortable asking it face-to-face. Putting the detailed agent profiles online and making it easily searchable allows buyers and sellers to get the facts they really want, but aren’t comfortable in asking.”

Pinpoint Agent’s search and ranking technology make up their patent-pending “3 Point Priority” system to make finding the right agent literally as easy as 1-2-3. That’s because the 3 Point Priority system requests user’s 1st, 2nd and 3rd priorities – letting consumers decide which of the unique agent criteria are most important to them when selecting an agent. After entering their city and state and determining their priorities, the website instantly returns up to 25 agents in the area that match their criteria – ranked by how well they matched. From there, detailed agent profiles (containing all of the information stored in their profile, including contact information right down to optional Instant Messenger address) are at the consumer’s fingertips.

About Pinpoint Agent

Finding the right home means finding the right real estate agent. Pinpoint Agent (www.PinpointAgent.com), incorporated in 2008, exists because we recognize the importance of a strong agent/consumer relationship to the overall success and satisfaction of one’s real estate experience. We accomplish this by providing easy to use, unique tools for agents and consumers alike - delivered through our powerful website and personal attention. With agents in 15 states we are growing quickly, and always excited by new agents joining, and consumers using, our distinctively different website to find a real estate agent.

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