



Strategic Advantage launches 'My EZ Agent' to empower realtors to get more from the web

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Strategic Advantage launches a new Web 2.0 technology platform called 'My EZ Agent' for realtors that fully utilizes Service Oriented Architecture, SOAP and AJAX. Further increments of the Software as a Service (SaaS) will see increasing use of mashups to add extra value to agent's web visitors.

PR9.NET August 02, 2007 - United States/NC - Many realtors have contacted Strategic Advantage and expressed frustration at the shortcomings of the myriad of agent website solutions in the marketplace. Typical comments range from 'My site is invisible to Google' to 'I wasted my money on a system that does not do what they told me it would'.

As a web company Strategic Advantage was unable to assist these agents because of the typically closed nature of these products. Instead, working closely with a leading Triangle brokerage, Strategic Advantage has built a new solution from the ground up.

The new product, named My EZ Agent has been launched today. My EZ Agent is a Web 2.0 solution, based on proven technology, that addresses these concerns - i.e. drive more site traffic organically and translate this into more commissions. Strategic Advantage is offering My EZ Agent at an attractive pricepoint that it can simply replace an agent's existing, underperforming web solution.

Agents also benefit from the 'Software as a Service' model whereby ongoing enhancements and upgrades will be automatically applied as new features get built into My EZ Agent going forward.

Initially targeted for Triangle realtors, there is a demo available at <http://demo.my-ez-agent.com>

More information on the features and benefits can be viewed at <http://www.my-ez-agent.com>

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About Strategic Advantage, Inc.

Strategic Advantage was founded in 2002 and has been committed to providing web-based technology solutions to all types of companies across a wide variety of sectors. We have helped countless businesses leverage technology and the web for maximum reach, operational efficiency and revenue generation. We can do the same for your business. Our seasoned and professional workforce brings with it many years of experience providing technical solutions and consulting services that get business results. We believe in strong, long-lasting customer relationships and that means providing the best solution and industry advice at affordable price points. Technology and business results go hand-in-hand at Strategic Advantage. For more information, visit www.strategic-adv.com

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