



# Avenue Real Estate Group Grow Their Competitive Advantage with IDX Broker

IDX, Incorporated, March 03, 2008

**URL:** <http://www.pr9.net/business/realestate/7502march.html>

*IDX Broker takes real estate marketing to the next level with their custom IDX solution.*

PR9.NET March 03, 2008 - EUGENE, ORE. – IDX, Inc. now includes Greg Abel with Avenue Real Estate Group in Chesterfield, Missouri in the abundance of real estate professionals using their IDX solution, IDX Broker. Consumers searching for real estate in the St. Louis area can now easily peruse the property listings information available through the search tools on Abel's site. This listing information comes from the thousands of current properties available from Abel's local Multiple Listing Service, the Mid America Regional Info Systems (MARIS).

In a competitive real estate market, the addition of these custom search tools creates a measurable advantage. IDX Broker takes the MLS information from MARIS, formats the raw data into an easy to use search tool form and then frames it into Greg Abel's website. The tools, while hosted on the IDX server, look like a part of Abel's webpage, creating an appealing interface. Abel is able to take advantage of additional IDX Broker tools such as lead management applications and traffic data. This helps him keep on top of what the consumers and looking for and make sure he is able to provide it.

Visitors are able to search by such criteria as price, siding, location and more. They can also chose to sign up for automatically sent email updates when properties matching their chosen criteria become available and save their property searches by signing up for the My Property Manager login. Abel has integrated a slideshow into his website, providing viewers with tantalizing glimpses of the prime real estate available.

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## **About IDX, Incorporated**

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Based in Eugene, Oregon IDX, Inc. is nationally known as a leading provider of real estate search applications. IDX Broker is IDX, Inc.'s principle real estate software utility. The easy to manage and customizable software helps real estate professionals display home listing data from their multiple listing service (MLS) on their individual and/or office websites. For more information on the services provided by IDX, Inc., please visit [www.idxbroker.com](http://www.idxbroker.com).

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