



# Realtor Deb Counts-Tabor Now Welcomes Clients to Portland with the Help of IDX Broker

IDX, Incorporated, July 18, 2008

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*The customized IDX solution helps both realtors and consumers save time.*

PR9.NET July 18, 2008 - EUGENE, ORE. – Deb Counts-Tabor of Oregon Realty has teamed up with IDX, Inc. to customize the search function of her 'Welcome to Portland' website. In addition to being able to search thousands of homes in the Regional Multiple Listing Service (RMLS) without ever leaving the Oregon Realty site, clients relocating to the greater Portland area are able to access information about neighborhoods, schools, and fun things to do.

IDX (Internet Data Exchange) works by taking the raw data from the RMLS and formatting it for easy viewing in a search tool format. Automatic updates from the RMLS to Counts-Tabor's website allow her to focus on other aspects of her business and give her more time to focus on each individual client. IDX Broker is fully customizable and provides tools such as lead generators and traffic statistics that can be access from a personal administrative login.

This customized IDX solution allows Counts-Tabor to modify the look and content on her search page to include categories that coincide with her overall site theme of being new to the area. By choosing to include search options such as schools, neighborhood, basement/foundation, exterior, style, and lot size, clients of Counts-Tabor can now do research on the community and search for properties to fit their needs all in one site. As a result of using IDX Broker the seamless integration of the MLS listings into Counts-Tabor's website makes Oregon Realty a one stop shop for those looking for information on moving to or within the greater Portland area.

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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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