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**DENNIS J. RATH AND ERA RATH REALTORS LAUNCHES INNOVATIVE NEW  
TECHNOLOGY PLATFORM TO BENEFIT BUYERS AND SELLERS IN NORTHEASTERN  
OHIO**

***Sales Associate Now Able to Respond Within Minutes by Cell Phone to  
Customers' Online Inquiries Regarding Property Listings or Profile Pages***

**NORTHEASTERN OHIO** April 20, 2009 – According to a nationwide study conducted by Realtor.com, nearly 50 percent of online inquiries from homebuyers and sellers go unanswered after 48 hours. The good news for home buyers and sellers in Northeastern, Ohio is that DENNIS J. RATH AND ERA RATH REALTORS has now introduced a faster, more efficient way for him to respond to the growing number of customers who are using the Internet in their home buying or selling process.

The solution, an innovative lead management system called LeadRouter™, is a software-based system that instantly converts Internet text or e-mail inquiries on all listings or profile pages to an automated voice call that is sent to his cell phones. This enables Dennis Rath to respond to prospective customers within minutes of receiving the request.

“I am excited about now being able to respond to my potential clients' online inquiries on virtually a real-time basis by telephone,” said Dennis Rath, of ERA Rath Realtors. “I believe the LeadRouter technology platform will enable me to better serve these prospective customers and that it will increase our buyers and sellers satisfaction along with the exceptional service I already deliver.

The National Association of Realtors® recently reported that 74 percent of homebuyers and sellers use the Internet during in their home search or sale process. Accordingly, Dennis J. Rath has made a significant investment in online marketing for the benefit of his clients. The property's on the market not only appear on its his own Web site, www.DennisRath.com, but on the national ERA.com and Realtor.com sites as well as other sites including Craigs List, Yahoo, Google, Cleveland .Com and all the other major Real estate company's web sites through IDX.

“Technology is changing the nature of the real estate business, and LeadRouter puts us at the forefront of that change,” said Dennis Rath. “This technology is yet another example of how the resources and tools that we have access to through the **ERA**® brand continue to enhance the homebuying and selling experience, ensuring that our clients receive the best customer service possible.”

Dennis J. Rath would like to welcome you to the future of selling and buying Real Estate.