

eRealInvestor Partners with National Quick Sale and Bid4Assets to Power Property Evaluations

New partnerships to generate qualified buyers and provide enhanced tools for online buyers

DALLAS, TX, Sept. 22, 2009 – [eRealInvestor](#), Inc., developers of the real estate industry’s leading cash flow search and analysis platform, today announces partnerships with premier real estate short sale and auction platforms [National Quick Sale](#) and [Bid4Assets](#). The new partnerships will drive qualified buyer registrations and provide buyers the online resources to determine instantly the full financial potential for auction and distressed properties in a single click.

With future property values uncertain, today’s buyers are concerned more than ever about a property’s cash flow potential. Cash flow is achieved through buying and renting, or buying, improving, and renting. However, accurately determining cash flow can be complicated and tedious, especially for first-time buyers that are not equipped with the right tools or do not have access to the appropriate information.

Commenting on the recent partnership, Rich Rollins, President and CEO of National Quick Sale, said, “We partnered with eRealInvestor because they provide a valuable component to our buyer portal. The eRealAnalyzer allows a potential first-time homebuyer, or a sophisticated real estate investor, to view our short sale properties and easily determine if this is the right property, or the right short sale, or that individual. With eRealInvestor, we have significantly enhanced the suite of unique investment tools and advantages we bring to our short sale buyers and investors.”

eRealInvestor’s network of tens of thousands of buyers, inventory of over one million listings, and its one-click away analysis solution, eRealAnalyzer, provide short sale and auction platforms an invaluable suite of resources to offer their constituents. Combining up-to-date rental, tax, and appraisal information with an intuitive interface, eRealAnalyzer makes property evaluation simple and instantaneous. Cash flow investors and primary homebuyers can instantly determine how well a property may perform relative to financial criteria.

Bid4Assets, an online real estate auction company which has sold over 60,000 properties since 1999, will be partnering with eRealInvestor. CEO Christina Osberg said, “We are excited to work with eRealInvestor to provide best-of-breed tools so our bidders can evaluate the investment potential of our online auctions. We look forward to helping sellers maximize profits as a result of increased bidder confidence.”

By utilizing eRealInvestor’s services, sellers gain multiple benefits, including greater levels of bidder participation, higher bids, and an increased auction selling price. eRealAnalyzer is integrated with the auction listing directly, ensuring a simple and easy implementation. Furthermore, eRealInvestor’s one-click property reports can also be easily incorporated into blogging or social networking services such as Facebook or Twitter.

“It is incumbent upon sellers who wish to differentiate and attract the highest selling price to entice buyers based on their cash flow generation potential and to provide the most compelling online resources,” said Mike Genstil, founder and CEO of eRealInvestor. “eRealAnalyzer makes property

evaluation engaging and instantaneous. It easily integrates directly with the auction listing so buyers can experiment. With a single click, buyers can evaluate a property's full potential."

eRealInvestor is exhibiting at this year's Five Star Conference in Dallas from September 20 to September 23. To learn more or check out a live demo of eRealAnalyzer, visit www.erealinvestor.com, or find eRealInvestor at booth #520 at the Five Star Conference.

About National Quick Sale

National Quick Sale is based in Jacksonville, Florida. The company's web-based technology represents a new state-of-the-art solution for short sales, assembling all the required parties and their documentation in a single location, enabling decisions to be made quickly. By compressing the period required for a short sale from months to as little as a single week, short sales become affordable to many more servicers. National Quick Sale has the potential of saving the lending industry hundreds of millions of dollars on the current wave of defaulting loans. For more information visit www.nationalquicksale.com.

About Bid4Assets, Inc.

Bid4Assets (<http://www.bid4assets.com>) is the online auction marketplace that specializes in absolute auctions - real estate with no reserve price, many starting at \$1. Bid4Assets conducts online auctions for a growing list of private sellers, federal and state government agencies, including more than 40 counties nationwide, the U.S. Marshals Service and the U.S. Department of Treasury. The privately held company, launched in 1999, is based in Silver Spring, MD and has sold over 60,000 real estate properties.

About eRealInvestor

eRealInvestor, Inc., (<http://www.erealinvestor.com>) has developed eRealAnalyzer™, the real estate industry's first one-click away financial analysis application. eRealAnalyzer™ powers the online analysis of thousands of properties listed on real estate portals and thousands of real estate agent websites. The company's website lists more than one million resale, for sale by owner, and foreclosure properties, all easily searchable by cash flow and other key financial criteria. The company was founded by executives with decades of real estate investment and software development expertise to simplify the process of identifying and analyzing the best real estate deals.

More information is available at www.erealinvestor.com.

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