a la mode announces RE:Focus Analytics, brings MLS listings and interactive data analysis to the iPad

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For Immediate Release

Orlando, Florida — From the National Association of REALTORS Expo®, a la mode, one of the real estate industry's most innovative workflow technology companies, announced today their newest iPad app, RE:Focus Analytics. This stunning new iPad app transforms the way agents and brokers access and use the data in their MLS, creating a powerful property data console for highly visual, interactive market analysis even without a Wi-Fi or data connection.

Building on the success of their other real estate apps, a la mode iOS engineers and interface designers built an appealing interface that intuitively guides real estate pros through obtaining property and market intelligence data. Instead of tedious and outdated text boxes, drop-down menus, and checkboxes, agents using RE:Focus capitalize on a modern touch interface and can swipe, pinch, zoom and pull to arrange data on the screen that results in a beautiful market data dashboard that's used to help advise clients to make the best decisions faster.

"We see a major hole in the real estate app landscape," said Dustin Moore, President of a la mode's Real Estate Solutions Division. "There are several listings search apps, but they're really just web pages for consumer searches and lack the critical analytical tools that real estate agents desperately need.   We've packaged all of those tools in a truly beautiful, intuitive interface so agents can quickly create property comparisons, price comparisons and more — on the go."

At the core of RE:Focus Analytics are Lenses, which are user-customizable subsets of listing and sales data about a geographic area, property type, price range or other criteria used to help agents provide more information to their clients. Lenses are akin to the "saved searches" agents keep in the MLS. However, Lenses are easier to create, will show your data even without a network connection, and automatically update with relevant new data when you re-connect to Wi-Fi.

Once an agent sets up a Lens, a wide array of market analytics — ranging from pricing characteristics and historical sales levels, to days on market and inventory stats — becomes available for the area. Brad Eaton, a la mode's Chief Product Officer, noted, "We wanted agents to be able to 'touch and feel' the history of their markets. So, rather than just showing stale, static charts, RE:Focus Analytics lets agents interact in real time with gorgeous, colorful touch-responsive charts. For example, swiping left and right across a chart sends you backwards and forwards through time, revealing trends on prices, sales, and inventory. Taps and pinches drill deep into the MLS revealing even more detail and invaluable insight on hyper-local markets."

RE:Focus Analytics will launch exclusively for Apple's iPad family of devices — including the new iPad mini. "We wanted to build a real estate app the agents would absolutely love to use," said Eaton. "Based on the feedback we've received already, we think we've done it."

This app leverages a la mode's decades of data management and workflow experience. The deep understanding of intuitively showcasing structured data like that found in the MLS, combined with an impressive roster of local REALTOR® Association partnerships have brought RE:Focus to life. "Without the solid relationships we have with the local associations, we couldn't have done something this revolutionary," Moore said. "RE:Focus Analytics is a launch pad for several new products in the future and we couldn't be more excited."

Agents and brokers can sign up for a free beta invitation now at www.alamode.com/REFocus. RE:Focus Analytics will launch publicly in the iTunes App Store in early 2013.

About a la mode
Celebrating 27 years as a mission-critical workflow technology leader in the real estate and mortgage industries, a la mode's products are used by hundreds of thousands of appraisers, salespeople, inspectors, and lending professionals to power more than 50% of all residential real estate transactions in the US each year. a la mode's flagship product for the lending industry is its Mercury Network, the nation's premiere valuation Vendor Management Platform with over 20,000 transactions a day. In the appraisal sector, its TOTAL desktop software line is dominant, used by more appraisers than all other brands combined. And in the agent market, a la mode's Broker Reciprocity and Analytics products enjoy top-tier direct access to MLS listings and sales data via integration contracts with local boards serving more than 500,000 licensed salespeople nationwide.

a la mode is headquartered in Naples, FL, with additional offices and approximately 200 employees located in Oklahoma City, Salt Lake City, and Washington, DC. For more information about the company, visit www.alamode.com.

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