

Press Release

The International Realty, Inc. Launches New Ventures

TIR Announces International Property Search and The International MLS [IMLS]

Los Angeles, CA, January 4, 2011: With almost 100,000 property listings in 35 countries and more than 300 new home developments in 25 countries, The International Realty Inc. announces the launch of The International MLS [The IMLS] with the world's first commission-shared international property search which is being delivered around the world for the maximum exposure of property listings.

The free search, which can sit on any website in the world, delivers listings as if that website or agency had the listings themselves, is completely UNBRANDED and will enable the website owner to share in commissions generated when a lead from that website turns into a sale. All website owners carrying the search can expect their property offerings to grow exponentially in the coming months as TIR are now just entering the USA market and are preparing an announcement of their first USA collaboration agreement.

The company's CEO, Dr. Daniel Nussbaum says, "Response by the top global property agencies to promote their properties on to The International MLS has been exceptional, and the great thing about it all is that people can make money for doing absolutely nothing but placing the search on their site. As all of the leads will come into us, we will be distributing those leads to those agencies which have supplied the listings. This will ensure that all clients are professionally treated all across the world as it brings agencies from around the world to participate."

All leads are tracked and credited properly and the company has stated that they have selected the agencies they wish to work with based on their size, scope, reputation and presence in their marketplace.

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The IMLS greatly increases the exposure of property listings all around the world, as well as enabling agents and brokers globally an opportunity to earn a shared commission by taking advantage of their current website traffic. It is a free to list/commission-share model inspired by the MLS in the United States, but accounting for differences as to the nature of collaborating globally with estate agents around the world.

"There is no charge by us to any of the agencies for us to load and post all of the property listings and no cost for anyone to take on their own international search. We will win when EVERYONE wins and sales are made", states Nussbaum.

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About The International Realty, Inc.

The International Realty, Inc. is a privately held real estate company based in Los Angeles, California, USA that has almost 100,000 property listings in 35 countries and more than 300 new home developments in 25 countries making it the most complete database of property listings in the world. Property listings are imported via electronic XML data feeds from TOP selected global agencies so that they can increase sales for agencies and empower all agents and brokers to display international property listings knowing that commissions can be made on any sale which is generated by their IMLS search. Information on The International Realty, Inc. and all its services are available at www.theinternationalrealty.com.