

Extentia partners with KMT Software to produce Real Estate Marketing Assistant 2

Date: 04-23-2009 04:30 PM CET

Category: [Industry, Real Estate & Construction](#)

Press release from: [Extentia Information Technology](#)



EXTENTIA

20 April, Pune, India: Extentia Information Technology and KMT Software today announced the launch of Real Estate Marketing Assistant 2, designed specifically for professionals working in the real estate sector. The simple-to-use application makes it easy and inexpensive to publish flyers, brochures, postcards, envelopes, business cards, newsletters, fax forms and more.

Designed and implemented by KMT and Extentia, the product is a complete overhaul of the original Real Estate Marketing Assistant, formerly published by HP and also created by Extentia and KMT.

Real Estate Marketing Assistant 2 is designed to meet the needs of realtors wanting to create great-looking marketing materials with the minimum of fuss. One unique feature is the ability to pull property details and photographs from a range of sources (such as MLS boards) before utilizing this data to automatically generate attractive listings and marketing brochures. All output is in standard Microsoft Office formats – Word, PowerPoint and Excel.

Industry expert Dave Beson explains: "It's like having a personal marketing assistant to design, print, and mail your documents. If you want to have an easy and inexpensive way to publish your own marketing collateral, then you want to get the Real Estate Marketing Assistant."

The new release features more than 500 brand new design templates, prepared by Extentia's Design Studio.

Real Estate Marketing Assistant 2 is the latest collaboration between Extentia and KMT, following other products such as High Impact Email and OfficeReady. Umeed Kothavala (Extentia Director) explains: "We're very excited to have partnered with KMT on this product, which offers unprecedented ease of use and access to real estate sales and presentation content."

The new release supports significantly enhanced functionality. Excel and PowerPoint templates are now included, and the Comparative Market Analysis feature enables multiple properties to be collated and displayed side-by-side. Company branding (e.g. color schemes, logos) can be applied to any template using the new Color Theme Manager tool.

"We've listened to what users have told us about earlier versions, and are confident that this version is going to deliver more

than ever to new and existing customers,” says Kothavala.

Beson describes the impact on the bottom line: better marketing material equals increased sales. “It used to take days to get this kind of material designed and printed by an outside company,” he explains. “Now, real estate professionals can create this material in minutes. That means more time to show off the listings... and more time to go out and sell those homes.”

The product is now available at www.RealEstateMarketAssistant.com.

ABOUT KMT SOFTWARE

Based in Cambridge, Massachusetts, KMT Software was established in 1991 and is a leading supplier of high-quality content for Microsoft Office and other desktop applications. KMT are the creators of the Real Estate Marketing Assistant and TemplateZone.com (www.templatezone.com), with an installed user base of more than 2 million users.

ABOUT EXTENTIA INFORMATION TECHNOLOGY

Established in 1998, Extentia (www.extentia.com) is a global software development and consulting organization delivering IT solutions to clients throughout Europe and North America.

With strong technical skills both on Microsoft and Java platforms, Extentia is committed to delivering high quality, information technology solutions. The company focuses on providing global solutions, and addresses the needs of corporations and software development companies requiring Internet, web-based and client-server solutions based on industry standards and emerging technologies.

Extentia Information Technology
Lane E, North Main Road
Koregaon Park, Pune 411001
INDIA
Tel: +91-20-26154811, +91-20-26155507
Fax: +91-20-26153104

Extentia Information Technology
10 Roxiticus Ct.
Annandale, NJ 08801
USA

Tel: +1-408-627-4094

Abhinav Kottalgi
www.extentia.com
info@extentia.com

[You can find this press release here](#)