

# press release

## 04.06.2010 | New Home Feed Goes Live

San Francisco – April 6, 2010 – A beta version of newhomefeed.com is now live.

New Home Feed allows home builders, marketing agencies who work with home builders, and builder CRMs (Customer Relationship Management companies) to easily disseminate home listings to a wide variety of real estate listing websites and get robust reports that show where web traffic originates from within the New Home Feed network. The website also features a lively [blog](#) as well as a series of [white papers and case studies](#) of interest to home builder and real estate sales and marketing professionals.

Currently the beta version of newhomefeed.com is free. Home builders interested in registering for a free trial of New Home Feed may do so at [newhomefeed.com](#). The next enrollment for approved beta trial users begins May 1, 2010.

Instead of updating listings on website after website, or even knowing which websites accept listings, New Home Feed lets users update in one place and get content instantly broadcasted and updated. The first beta group is palpably excited. Allison Buffum, marketing manager of SummerHill Homes, explained, "There is no question that New Home Feed will make it easier for us to seamlessly maintain our listings."

Rick Phillips, the CEO of the agency that powers New Home Feed, [Graphic Language](#), remarks, "We built New Home Feed to make our clients' lives easier. Then when we realized we were on to something, that our solution could help builders outside of our client base, we decided to open it up to the public. Builders first, then we'll open it up to real estate brokers next."

Why launch now? Phillips continues, "Data suggests we've reached the bottom of the housing downturn. As the economy improves, we're seeing an increased awareness of getting your listings on as wide a network as possible. Plus with the layoffs many builders have seen, there isn't as much staff to do all the hours required to constantly update listings. We keep saying 'New Home Feed makes it easy,' because it really does. It saves money of course, but also saves time and resources by freeing up staff to focus on other priorities."

The New Home Feed product was introduced at the International Builder Show (IBS) in Las Vegas in January, and there will be a booth at the Pacific Coast Builder



Show in San Francisco in June. Otherwise, during the phased launch, marketing and promotional activity will be minimal while a viral buzz is built and sustained.

Visit [newhomefeed.com](http://newhomefeed.com) for more information and to register for the free beta trial.

### About New Home Feed

New Home Feed makes it easy to list homes for sale, manage inventory of homes for sale, and sell homes. New Home Feed users get robust, intuitive, easy-to-understand reports that provide users tips and advice on getting the most out of web marketing efforts.

### About Graphic Language

Graphic Language is an award-winning interactive design, online marketing, and web applications agency located in the SOMA district of San Francisco. Having carved a niche in the real estate sector in the mid 1990's, the company brings a vast knowledge and diverse expertise to home builders, real estate professionals, custom-home builders, manufacturers and more. In 2009, Graphic Language partnered with a team of seasoned real estate investors to build and launch New Home Feed. Find out more about Graphic Language at [www.graphiclanguage.net](http://www.graphiclanguage.net)

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