

IDXSEO V2 SIGNIFICANTLY DISRUPTS THE REAL ESTATE BROKERAGE BUSINESS

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IDXSEO v2 greatly disrupts and raises the competitive bar across multiple states in which Luxury Realty Group operates by providing search services and functions not offered by other real estate brokerages or portals.

Talega Systems LLC will release version 2 of its innovative, disruptive IDXSEO software exclusively for Luxury Realty Group on July 18, 2018. IDXSEO v1 was innovative with significant search functions for users and website development software for Luxury Realty Group agents. However, v1 just raised the competitive bar slightly for user search and gave a limited competitive edge for Luxury Realty Group agents to take market share for listings. Consequently, IDXSEO v2 greatly disrupts and raises the competitive bar across multiple states in which Luxury Realty Group operates by providing search services and functions not offered by other real estate brokerages or portals such as:

- 1) Letting luxury real estate buyers set Street Name new listing alerts themselves 24/7 with criteria settings without traditionally waiting for a real estate agent to manually set up the alert in the MLS. Our surveys and research resulted in many buyers wanting to set up their own street name alerts, especially in custom luxury real estate neighborhoods.
- 2) Letting luxury high rise condo buyers see condos available for sale by floor using unique tower floor maps. Multiple towers on a property have a unique tower map per tower.
- 3) Providing luxury condo listing alerts to be created by the buyer per floor with specific criteria to alert when luxury condos become available for sale on the specified floor.
- 4) Providing unique statistical data and trends for 1 and 2 story residential homes and by bedroom count for high rise condos
- 5) Letting the user compare up to 3 properties at a detail level like a spreadsheet
- 6) Giving users instant sorting of listing search results on the same page with listings by various sort criteria such as beds, dom (days on market), sq feet and much more.

The founder and owner of both Luxury Realty Group LLC and Talega Systems LLC, Bruce Hiatt, says "The overall objective for IDXSEO v2 is to provide prospective buyers and sellers with search functions and data not found on major portal real estate websites or other real estate brokerage websites. IDXSEO v2 also enables Luxury Realty Group's agents with exclusive, proprietary software valued at \$80K that gives the agents a significant competitive marketing edge over competitive brokerages in the luxury real estate niche."

IDXSEO v2 also replaces the original, antiquated MLS data access software in v1, acquired and later modified by Talega Systems LLC due to significant bugs found in the original purchased MLS data access software. IDXSEO v2 has evolved significantly beyond MLS access software. The software is now a highly innovative suite of software enabling Luxury Realty Group agents to design, create and maintain their own websites resulting in savings of \$20,000 to \$40,000 per website over using outside vendors. Further, unlike so many outside vendors who own and control all changes to agent websites, Luxury Realty Group agents are licensed to use IDXSEO and their website is under their own control and ownership. V2 also has extensive user search, save and alert functions added to it. The Las Vegas website, www.LuxuryRealtyGroup.com, has some of v2 installed with the remainder completed by the end of July, the San Diego website is undergoing changes as a result of v2 and the Palm Springs website will soon follow. An example of a tower map on the San Diego website is <https://www.luxuryrealtysandiego.com/bayside-condos-san-diego/> and on the Las Vegas website is <https://www.luxuryrealtygroup.com/turnberry-place-condos-las-vegas-for-sale/>

IDXSEO v3 is now in its planning stages and promises to further innovate and disrupt the traditional luxury real estate brokerage business model and portals.

Luxury Realty Group currently operates in Las Vegas, San Diego and Palm Springs with an additional 11 city expansion planned. Unlike many brokerages in the news lately who are heavily funded and promise innovative, disruptive technology in the future for their agents, Luxury Realty Group with its affiliated Talega Systems company is self-funded and spent 1.5 years developing its disruptive IDXSEO software suite. This allows immediate traction for Luxury Realty Group to hire agents and expand to other cities as the technology is ready to deploy now. Investors are welcome to contact Luxury Realty Group to help us grow and accelerate our growth strategy at <https://www.luxuryrealtygroup.com/contact-us/> Luxury Realty Group is now hiring and those real estate agents seeking a boutique, highly innovative luxury real estate brokerage should contact us at <https://www.luxuryrealtygroup.com/join-us/>



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