



Press Release – For Immediate Release

## DotLoop.com:

Realtors' \$100M evolution of online property sales changes the game  
*24-year-old Cincy native, UC grad and serial entrepreneur building online, collaborative transaction environment for Greater Cincinnati, national real estate industry*

**Austin Allison, industry prodigy, earned real estate license, sold first home while still in high school.  
Owner, founder of Blue Ash firm jacking up development team from 15 to 45 by end of 2009.  
DotLoop: \$1.5M in development; \$500K in first offering; additional capital lined up.**

[BLUE ASH, Ohio ~ Sept. 11, 2009] Austin Allison, software-designing entrepreneur, Maineville native and a real estate veteran at 24, is on a \$100 million mission.

Allison's mission started on the roof of his car, a makeshift office where Allison used to sign clients, close commercial real estate development and residential deals from Middletown to Milford and Melbourne, then decipher the paperwork later.

His journey begat the dream, which resolved itself as the antidote to Allison's car-roof blues: The DotLoop Company, creator of [www.DotLoop.com](http://www.DotLoop.com), the first online, collaborative transaction environment serving the real estate industry with a \$100 million growth strategy over the next five years. The system, formerly known as MLS Contracts, was designed as the next step in an evolutionary process for real estate sales.

DotLoop.com is a next-generation tool for the old and the new generations of Realtors alike, those who've embraced the uber-Net environment of business and life in the 21<sup>st</sup> Century's new economies .... and those who do, but just aren't ready yet to admit it. Allison is capitalizing on widely-accepted and cutting-edge electronic signature legislation, the same secure-socket certification rules that have juiced the growth of online banking and shopping.

The system is a wholly web-based, fully-integrated solution for agents and brokers, their clients and all the documents they share. Just not on the rooftop of cars any more.

"The way things have always been done just isn't practical any more. What the system needed was somebody to automate the process, not necessarily change it," Allison says. "There are verbal offers. There are faxed-in offers. If an agent is 'doing things right,' according to the old system, they're writing in the margins of contracts, crossing things out and initialing them, then faxing them again. Every time a fax is sent, it loses quality, and there is no evidence of who signed what and when. At the end of the deal, the agent is re-writing the entire contract for the bank, and it's an absolute mess. No other product on the market has successfully addressed this need."

DotLoop officials are pleased to be in beta-testing mode with the Cincinnati Area Board of Realtors (CABR), the preeminent professional trade association representing Realtors in Southwestern Ohio.

"We are in beta testing, and look forward to the results of that testing this Fall," said Eugene F. Snavley, executive vice president of the Cincinnati Board of Realtors ([www.CABR.org](http://www.CABR.org)). The DotLoop word is spreading across the Ohio River, as well.

"With DotLoop, we are looking forward to the New Age-ease of contract writing," said Reggie Senger, Sales Associate with Ken Perry Realty. "That goes for Ken Perry and all the sales associates with Ken Perry Realty."

Senger works at the Cold Spring-based broker on Alexandria Pike, where the agency is renowned for expertise not only in Northern Kentucky, but increasingly in the Southwestern Ohio and Southeastern Indiana markets. DotLoop looks forward to joining Ken Perry Realty as a partner along its growth path, Allison said.

## Group of Beta users grows larger every day

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*"The DotLoop Company: Realtors' \$100 Million Evolution of Online Sales Changes the Game"*  
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The company officially formed in early 2008 as the fruit of many entrepreneurial and non-profit pursuits by Allison, a Cincinnati native, University of Cincinnati graduate who used to sell homes for Sibcy Cline Inc. and work as a leasing representative for Duke Realty Corp., the largest commercial real estate landlord in Greater Cincinnati. The system was launched earlier in the spring of 2009 to Beta users such as RE/MAX Unlimited in Symmes Township, the largest RE/MAX franchise in the Tri-State.

“When Austin first came to me with this technology, I thought it was an excellent way to dramatically improve our agents’ productivity and accuracy in presenting, countering and transacting real estate in today’s fast-paced world,” said Karen Schlosser, vice president and sales manager at RE/MAX Unlimited in Symmes Township.

Allison sold his first home after earning his real estate license while still in high school. At UC, he graduated first in his class with a B.S. in Construction Management and Architecture. He’s still at the Cincinnati College of Law, as an Honors Scholar amidst his Juris Doctorate studies to become a lawyer. He created DotLoop after joining forces with Matt Vorst, webmaster extraordinaire hailing from the likes of internationally recognized ad house Bridge Worldwide.

DotLoop.com serves brokers, agents, banks and professional associations such as the Cincinnati Area Board of Realtors. It revives an antiquated process as a user-friendly, interactive experience that empowers efficiencies via the Internet to become a tool for, not a replacement of, the real estate agent. Agents and their clients interact in real time.

First-time homebuyers, having grown up in the Internet age and possessing a greater level of online savvy, are eager to embrace the web to buy and sell their homes; it’s also ideal for the real estate investor looking to streamline closings. The DotLoop Company has also safeguarded its investment with proprietary intellectual property protections.

“We are a combination of a forms software company, a transaction manager, and a social network all in one,” Allison said. “In this economy, anything that saves money, saves time and helps agents and brokers distinguish their brand is an incredible benefit.” His company’s prospects with professional associations have been growing fast, particularly in Kentucky.

Allison and Vorst joined forces to infuse technology with the ultimate American dream of owning one’s home. After a brief incubation period, working with the Hamilton County Business Center, the partners are poised to unleash DotLoop.com upon the Greater Cincinnati and national real estate industry. A major presence is being organized at the mother of all real estate conventions, the REALTORS Conference and Expo in San Diego, a November trade show sponsored by the National Association of Realtors (NAR).

## **Benefits translate for brokers, agents, banks and associations**

Clients can expect to reap four times as much savings as their investment in the system, Allison said. Some brokers have sought to engage the professional Realtor community with various transaction management systems, but the independent status of a company like DotLoop levels the playing field for all.

“It would be very difficult for a broker to offer their own kind of software in this space, if not impossible,” Allison said. “Since brokers must maintain complete confidentiality for their clients, they are not likely to collaborate through a competitor’s network; a secure and independent third party like DotLoop makes this possible.”

For agents, key features of the system are its paperless environment, high-tech features and virtual access that allows any agent to conduct all of his/her business wherever they are logging on. Benefits are time savings, a “Green” effect that eliminates document printing and storage, operating efficiencies via more deals closed faster and increased levels of organization, client relationships and professional independence. Agents enjoy a competitive advantage and a better quality of life.

For brokers, integrated e-signatures result in increased productivity, better security and reliable tracking features. DotLoop helps with recruiting and retaining the best agents by using a low-risk, high-profile online system that company officials estimate could save large brokerages as much as \$200,000 annually in reduced printing costs and document storage alone.

Banks using the system can simply liquidate properties faster, while enjoying all of the aforementioned benefits. Professional associations enjoy a system tailor-made for their market, agent satisfaction, complete cost controls and a standardization of a haphazard contracting process that has often left the general public with a negative perception of the real estate industry.

“We are not an off-the-shelf form software company or transaction management company. Our solution is guided by electronic signatures, a completely portable framework that provides a paperless environment and free document storage. All information is backed up through multiple redundancies. This is a completely collaborative transaction environment,” Allison concluded. “We have tested and researched DotLoop with focus groups, industry associates and Beta users to understand and continuously enhance how it should look and feel. This is the first system of its kind in the industry.”

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