



## FOR IMMEDIATE RELEASE

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## **LYMARC, INC. ANNOUNCES LAUNCH OF NEW TOLL-FREE REAL ESTATE HOTLINE**

**PropertyCast to assist the marketing efforts of real estate professionals by giving 24 hour access to information about their listing(s).**

STATE COLLEGE, PA. - May 15, 2005: Lymarc, Inc., a new provider of marketing tools and resources for property owners and real estate professionals, today announces the launch of its toll-free real estate hotline, PropertyCast ([www.propertycastonline.com](http://www.propertycastonline.com)).

PropertyCast provides real estate professionals with the ability to offer 24 hour access to their listings by providing specific property information via a toll free hotline and recorded descriptions. Additionally, PropertyCast assists with lead generation by providing the phone number, and in some cases the names and addresses, of people who call for information on each of their specific listings. Lastly, an ad tracking tool allows users to track and manage the traffic through multiple marketing avenues, such as newspaper, real estate guides and yard signs, by monitoring the traffic through each advertising medium and providing detailed reports for each.

"In today's society, time is of the essence, especially in the real estate industry. Agents are expected to be available 24hrs a day, and our product allows them to extend their resources to meet this very demanding expectation." states Glenn Lytle, President of Lymarc, Inc. "PropertyCast toll free services provides the information necessary to give every buyer the opportunity to obtain immediate property descriptions, in turn giving agents a qualified lead source, and a way to manage the success of their marketing strategies.,

### **About Lymarc, Inc.**

Lymarc, Inc. is an information technology and marketing organization focused on providing professional online marketing and ecommerce solutions. With an emphasis on bringing a new vision to real estate marketing, Lymarc provides a variety of services to assist property owners, real estate agents, and companies market their property and products effectively and efficiently. For more information about Lymarc, Inc. please visit [www.lymarc.com](http://www.lymarc.com).

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