

Contra Costa Association of REALTORS®

Contra Costa Association of REALTORS® “Open House” Web Site Designed to Simplify Home Showing, Buying, Selling

Planned alliances will expand coverage to most of San Francisco Bay Area

For Immediate Release

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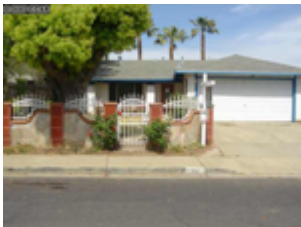
Walnut Creek. April 12, 2007. The Contra Costa Association of REALTORS® (CCAR) has simplified the open house process for buyers and sellers of homes in the Greater East Bay with its new web site, www.HomesOpenToday.com. The web site allows the more than 4,400 CCAR members to post their current open houses online.

HomesOpenToday.com (otherwise known as HOT™), which currently covers the Greater East Bay, is one of only two websites in the U.S. totally dedicated to providing the public with free access to information on real estate open houses. The other such dedicated web site, by the Hawaii Association of REALTORS®, covers open houses in that state.

CCAR is planning to expand its coverage of open houses by forming alliances with other REALTOR® associations in Northern California and sharing the HomesOpenToday.com site with them.

“We are currently exploring ways in which fellow realtors in the South Bay, the Peninsula, and elsewhere can get their open house data on the site,” says Clark Anderson, CCAR President.

Typical HomesOpenToday.com listing



Sat April 14 1:00 PM to 04:00 PM

[2400 LOCATION LANE](#)
[SAN RAMON, CA 94582](#)
[Click here for map](#)

Townhouse
\$659,900
2170 Sq
Feet
3 Bedrooms
2 bathrooms

[Click Here For
More Details](#)

Listed by [Jane Realtor](#) at Homes, Inc.

HomesOpenToday.com shows potential buyers the location of open houses, along with details about each property. The new CCAR web site lets potential buyers choose their

parameters – price range, number of bedrooms, and number of bathrooms. The site tells them which homes are available for inspection on any given weekend. When house hunters visit the site, they can find homes in any city in Contra Costa, Alameda, and other East Bay counties. HomesOpenToday.com lists the homes that meet their parameters, along with addresses, prices, photos, and specifics about each home.

Recent upgrades to the HomesOpenToday.com web site include numbers of current open houses per city on the home page map. This greatly facilitates searches by prospective buyers. Also upgraded are the details pages, now listing such items as lot square footage, home owners association, garages, fireplace, and pool, as applicable.

House-hunters can search the site 24/7 for weekend open houses. HOT™ has the capability of providing information three-to-four weekends into the future, allowing potential buyers to see what's available now and what may be coming up in subsequent weekends.

“The advantage for users of HomesOpenToday.com is that the site has been designed to be completely user-friendly. There is no clutter, no advertising, and no fluff. It's updated and available 24/7, and the information is fresh and accurate. Should there be a glitch, like an incorrect address, we can fix it immediately. No one has to wait for the next 'published' edition – our members have been given back the power to publish,” says Michael Seguin, CCAR's Director of MLS & Technology.

At its Walnut Creek headquarters, CCAR has a nine-person technical staff in place to assist its 4,400+ members with all their online needs.

“It's an online world, and CCAR is right in the thick of it,” Anderson says.

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