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John L. Scott Real Estate Purchases Web-Based Solutions Company, Real Tech

Seattle—John L. Scott Real Estate Chairman and CEO, J. Lennox Scott, announces his company's purchase of Real Tech LLC, a web-based technology solutions company. With this change in ownership, Real Tech will evolve into John L. Scott's exclusive in-house technology provider. Scott says that the decision to purchase Real Tech was made in order to support John L. Scott's aggressive technology needs.

"We have a voracious appetite for technology," said Scott. "The purchase of Real Tech provides John L. Scott with the ongoing, real time resources that we need to meet our ambitious technology goals."

Real Tech has been John L. Scott's technology partner collectively for five years and has been responsible for providing the development behind some of John L. Scott's most notable web-related achievements, including the launch of Microsoft Virtual Earth, Neighborhood Wizard with Microsoft's polygon drawing tool, and the integration of comparable sold home information with Microsoft's interactive mapping system. Scott says that the successful partnership between John L. Scott, Real Tech, and Microsoft will continue to produce new innovations for the real estate industry in the coming months.

Real Tech General Manager, Adam Jundt, says, "John L Scott has a serious commitment to delivering cutting-edge technology solutions to their agents and the real estate consumer. Combined with Real Tech's expertise, this enhanced partnership will fuel the next generation of products and services, continuing our role as technology leaders in the real estate industry."

Real Tech's nine team members will now operate within John L. Scott's marketing and eStrategies department which is headed by Pat Giles, Vice President of Marketing and eStrategies. Giles recently joined John L. Scott, bringing a diverse technical and management background that blends together more than twenty years of experience in marketing, IT, and internet strategies.

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About John L. Scott Real Estate:
John L. Scott Real Estate was founded in 1931 and is currently led by third generation chairman and CEO, J. Lennox Scott. With more than 4,000 sales associates in 145 offices in Washington, Oregon, and Idaho, John L. Scott is considered one of the most productive real estate companies in the nation. Last year, John L. Scott closed over 44,000 transactions for 14.6 billion dollars in volume sales. The award-winning website, www.johnlscott.com, receives over one million user visits a month.

For More Information:

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