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## **New Mobile Real Estate SmartPhone APP Available From Sotheby's International Realty**

**CINCINNATI, Ohio (Oct 6, 2011)** – Robinson Sotheby's International Realty announced today the availability of a new app that allows consumers to use their SmartPhone to view all homes for sale in the Greater Cincinnati area.

This SIR Mobile app uses GPS, when available, to locate the user and display listings in the immediate area. Users also can search by a U.S. address, city or zip code to see property details for all homes for sale in a specified area including price, square footage, estimated mortgage, taxes, features, maps and pictures. A 'Refine Search' feature allows users to narrow their search by selecting a price range, property type and number of bedrooms and bathrooms. If a user has questions or wants a tour of the property, the Call feature connects them to a Robinson Sotheby's International Realty representative.

Says Lee Robinson, broker: *"This app allows Robinson Sotheby's International Realty to offer clients and prospects a mobile house-hunting tool. It is available across all carriers on standard cell phones and SmartPhones including; BlackBerry, iPhone, Android and the Palm webOS. Now, our customers have all the available housing information at their fingertips, including photos, price, remarks, even room sizes."*

*"The versatility of this app was driven home last week. Our own Clint Copenhaver was showing homes in a particular neighborhood. His clients did not feel a connection to the two homes they were shown but they really liked the neighborhood. Clint activated the SIR Mobile app and all homes for sale within that neighborhood were displayed. One home had been listed in just the past few hours. Clint arranged for a viewing and his clients fell in love with the home."*

This app is **FREE** and available to the public. To download the app, visit your SmartPhone market and search for **SIR Mobile**.

The Sotheby's International Realty® network currently has more than 12,000 sales associates located in approximately 580 offices in 43 countries and territories worldwide.

To visit the Robinson Sotheby's International website: [www.RobinsonSIR.com](http://www.RobinsonSIR.com)

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