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John L. Scott Launches Desktop Delivery Using Microsoft Gadget

Seattle—J. Lennox Scott, chairman and CEO of John L. Scott Real Estate, announced today that the 76-year-old company is one of the first in the nation to launch a “real estate gadget”. The newest addition to John L. Scott’s Web 2.0 platform, this new tool, entitled Desktop Delivery, enables consumers to save a home search on www.JohnLScott.com and then download that saved search in the form of a gadget to their desktop using Microsoft’s Vista operating system.

“Visitors to www.JohnLScott.com can download a gadget for any (and every) saved search, enabling them to have the most current, relevant home search information right on their desktop,” said Scott. “It’s like having a miniature slide show of your favorite homes for sale right at your finger tips.”

According to Microsoft, a gadget is a downloadable interactive virtual tool that provides a specified service, such as the latest news, current weather, mapping, and now homes for sale. A desktop gadget is intended to provide easy access to frequently used functions combined with visual information. With this in mind, John L. Scott’s interactive marketing team identified the enormous value and convenience this type of tool could provide consumers.

“John L. Scott currently has 100,597 registered Property Tracker accounts, which is a 14 percent increase during just the past six months,” said John Chang, vice president of marketing and eBusiness. “We’ve also seen increases in the number of people that save their home searches,” he said. “All of this tells us that people want real time real estate information, so where better to provide it to them than directly on their desktop?”

Once visitors to www.JohnLScott.com download the gadget, it appears on their desktop and is automatically updated every two hours with current property information. All properties that have been for sale for seven days or less are flagged with a "new" banner that indicates that the home was recently listed. Desktop Delivery launches on Thursday, August 30 and is currently available to PC users that operate on the Vista platform.

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 over 52,000 closed transactions last year, John L. Scott grossed more than 18 billion dollars in sales volume, making it the fourth most productive regional real estate company in the nation. John L. Scott has 143 offices and over 4,700 sales associates located throughout Washington, Oregon, and Idaho. The award-winning website, www.johnlscott.com, receives over one million user visits a month producing over nine million listing views.

For more information:

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