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OptifiNow Integrates with RealTag for Improved Lead Qualification

Realtors, builders, lenders benefit from more accurate lead data and property valuation

LOS ANGELES, CA – OptifiNow announced today that it has finalized the latest integration of its Leads OnDemand platform with RealTag™, the first real time lead qualification and intelligence tool for the Real Estate industry. OptifiNow's Leads OnDemand platform is the most flexible lead management software available, making it the ideal tool for qualifying leads in a variety of industries.

OptifiNow President/CEO, John McGee, states, “the integration with RealTag into our Leads onDemand module greatly increases the success of our customer’s lead conversion. Mortgage companies can now append critical information to their inbound Internet leads in real time. Loan officers can more quickly qualify potential customers and get them the loan products that best suit their needs.”

RealTag™ enables realtors, builders and lenders to qualify buyers and borrowers, identify potential sellers, track marketing effectiveness, and gain insight into walk-in traffic using public records data. Potential leads are designated a RealTag™ score based on the likelihood they will be willing and able to transact within a short period of time.

By incorporating OptifiNow's Leads OnDemand platform into its solution, RealTag™ will be able to provide its users with more accurate lead information, filtering results to reveal the leads most likely to transact. Users will also now be able to automate property valuation reports through the RealTag™ system.

For more information about OptifiNow's Leads OnDemand, visit:

www.optifinow.com.

About OptifiNow

OptifiNow is a Software as a Service (SaaS) that helps sales teams engage with their customers through an integrated marketing communications platform. OptifiNow provides organizations a single platform to connect with customers via Email, Mobile, Social Media and Direct Mail. OptifiNow delivers the right message to the right customer at the right time to help you close more sales. For more information visit www.optifinow.com.