



Cody Martens with Service First Realty Group Simplifies the Property Search Process for his Clients

IDX Broker uses its custom IDX solution to help Martens increase efficiency and visibility, creating a more streamlined process for his clients.

Sept. 19, 2008 - [PRLog](#) -- EUGENE, ORE. – IDX, Inc. welcomes Cody Martens with Service First Realty group in Salt Lake City, UT to the daily expanding database of real estate agents and brokers choosing custom IDX search tools for their website to simplify the property search for their clients and ultimately increase sales. The IDX Broker software is unique in its ability to format raw listing data from the Wasatch Front Regional MLS (WFRMLS) into a custom search function displayed as a seamlessly integrated part of Marten’s website. Data from WFRMLS is updated automatically onto the custom website, saving Martens time updating his site and giving his clients access to the most accurate and recent data possible.

Martens website features informative articles on refinancing your home, explaining short sales, and a comprehensive local business directory and prides himself with being able to provide his clients with as much information as possible. IDX Broker supports this effort by providing clients five different search options, each with their own categories such as style of home, price range, minimum square footage, and number of bedrooms and bathrooms. Marten’s clients have access to custom IDX search tools for each listing including an extensive easy-to-use photo gallery of the property, links to contact the agent to get more information about the property or schedule a showing, the ability to print out a flyer of the property, a map locator that pinpoints the property on a satellite map, and a mortgage calculator to help estimate payments.

An administrative log-in available exclusively to Martens helps him to increase efficiency of his website and visibility of his listings. Site traffic reports detailing which pages are being viewed most frequently are prominently displayed on the front dashboard for easy access. Martens can also create custom XML codes so that his listings can be syndicated with popular real estate websites and edit the details bar of each listing to increase search engine visibility.

About Cody Martens

“A native to Pleasant Grove, Utah, Cody has always enjoyed working in fast-paced, people-oriented fields. After graduating high school, he went to the University of Utah where he has recently graduated with his Bachelor's in Finance and Bachelor's in Marketing. Cody is a new agent with a great deal of knowledge and excitement about his clients and career.”

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About IDX, Inc.

Based in Eugene, Oregon IDX, Inc. is nationally known as a leading provider of real estate search applications. IDX, Inc. manages over \$1 trillion worth of active listings data from over 150 Multiple Listings Services (MLS). IDX Broker is IDX, Inc.’s principle real estate software utility. The easy to manage and customizable software helps real estate professionals display home listing data from their

multiple listing service (MLS) on their individual and/or office websites. For more information on the services provided by IDX, Inc., please visit www.idxbroker.com.

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