



## Homes for Sale, Charlotte NC

*Finding Homes for Sale in the Charlotte, NC market just got easier as e2 Digital Marketing, launches it's powerful New Home Search Engine: BuildersDirectOnline.com to the general public.*

**June 5, 2009** - [PRLog](#) -- Homes for Sale in the Charlotte, NC market basically break down into two categories, existing homes and new construction.

Approximately 34% of all the homes sold in the Charlotte market last year were new construction. With the high consumer preference for new homes, analysis shows that very few real estate professionals make new home information available to their buyer clients. The main reason for this is that many real estate web sites only pull information regarding homes for sale from the Multiple Listings Service. Although many builders list their inventory homes on the Multiple Listings Service, homes that are available to build are not. The MLS just does not fit the builder's business model.

In order to bridge the information gap and to provide better and more complete information regarding new homes; inventory and homes available to build, e2 Digital Marketing launched the Multiple Builder Service in 2006. The MBS is sponsored by local builders to provide Realtors with the tools they need to better serve the their customers- the general public.

The **Multiple Builder Service is a FREE resource for Real Estate Professionals in the Charlotte Market** which allows New Construction information to be added to their web sites in order to better serve their clients. **The MBS search engine is rapidly gaining popularity with local real estate professionals with links to the search engine currently on over 1000 realtor web pages.** Real estate professionals can sign up for the Multiple Builder Service at [www.MultipleBuilderService.com](http://www.MultipleBuilderService.com)

In order to better serve the public, e2 Digital Marketing, LLC announces a new public interface for its new home search engine which will make finding new home information quick and easy for buyers that do not have a realtor.

**Our new PUBLIC INTERFACE is:** <http://BuildersDirectOnline.com>

This powerful new home search engine allows the public to search for new homes from multiple builders all on one easy to use site. The site includes builder information, home information, community information, maps, directions, floor plans, virtual tours, and much, much more.

If you own a website and would like to place a link for Builders Direct Online please feel free to add the following link:

<http://www.e2digitalmarketing.com/BuildersDirectOnline/Ch...>

--> place the link under the keywords: homes for sale

--> ensure that the page opens to a new window.

**e2 Digital Marketing, LLC is a technology firm providing consulting, training, technology and internet marketing.**

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New Home Search Engine focusing on New Homes for Sale. Our technology powers the number one new home search engine for real estate professionals. Our public interface is <http://e2digitalmarketing.com/BuildersDirectOnline/Charlo...>

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