



# nerej

## **WebsiteBox has acquired RealtySoft.com from its parent Atigana, Inc.**

February 07, 2013 - Front Section

WebsiteBox, a real estate industry upstart that provides complete, hosted websites to real estate professionals for a one-time payment of \$99, has acquired RealtySoft.com from its parent Atigana, Inc.

WebsiteBox recently premiered, at Inman's 2013 Real Estate Connect conference in New York, three do-it-all \$99 real estate website packages that agents, teams, and offices can use to build real estate websites that help them showcase properties, manage customer relationships and provide mobile-friendly site access to their clientele. The company's value offerings were quickly labelled by the Real Estate Marketing Insider as the Web Marketing Story of the Week.

RealtySoft.com has developed high-value, low-cost web marketing tools for North American agents and brokers since 2008. Prior to the acquisition of RealtySoft.com, WebsiteBox licensed Internet Data Exchange/Multiple Listing Service (IDX/MLS) from RealtySoft.com.

"The acquisition of RealtySoft ensures that we can offer both the best value and best full-service offering in the real estate website arena," said WebsiteBox founder Kurt Lynn. "We look forward to integrating them into our overall mission of providing real value to the Realtor."

RealtySoft.com founder Peyman Aleagha said that existing RealtySoft.com customers will be offered the opportunity to migrate to WebsiteBox if they choose but may continue with their current services.

Aleagha will transition to the CEO role in WebsiteBox while Lynn will continue as chairman.

For a single payment of \$99, real-estate professionals in the U.S. and Canada can purchase a professional, world-class, mobile-friendly website, with ready-to-publish real estate content, full IDX integration with their local MLS associations, lead capture and customer-relationship management (CRM), an email address, and perpetual 24/7 website hosting. Versions are available for agents, teams, and offices.

In each version, realtors can configure their websites to be a general-purpose real estate site, or select content for making single property sites, neighborhood sites, commercial real estate sites, rental sites, condo sites, and property management sites. WebsiteBox is available now, and can be ordered and installed online in less than 30 minutes. Custom domain names, additional email addresses, drip email-marketing campaigns, and other extras are available for a nominal added fee. WebsiteBox is a new private company founded in 2012 by a group of technology professionals determined to establish a new value point in the real estate industry. Led by serial entrepreneur Lynn, the WebsiteBox value offerings now provide the best value point available in North American real estate.