

FOR IMMEDIATE RELEASE

PR Contact:

Scott Lau

V.P. Marketing

National Institute of Webographers, LLC

ScottLau@Webographers.com

888.877.0159

National Institute of Webographers announces launch of Webographers.com Version 2.0

Avondale, AZ (July 20, 2007) – The National Institute of Webographers, LLC, creator of the REAL ESTATE WEBGRAPHER™ certification at www.Webographers.com, has officially released version 2.0 of their website. The overhaul of the website was extremely extensive and two fold – (1) the external look, feel and navigation of the external site for site-visitors and (2) added and increased usability of the candidate experience within the Learning Management System (LMS) that facilitates the certification experience.

Enhanced Online Learning Experience

From conception to launch of 2.0, National Institute of Webographers (NIW) felt, and continue to feel, the content of their online courses and their cutting edge advances in Single-Sign-On (SSO) capability for candidates to engage live products is extremely strong. Based on candidate feedback of the REW™ experience in version 1.0, the interactive hands-on experience has been enhanced to be more self-paced and self-directed for candidates along with greater accessibility to showcased, real estate applications.

“REW™ is not just a certification to mention in an email signature block, but a real estate technology experience in consumer-facing RE Technologies. Our Learning Management system (LMS) is a multimedia-enriched, hands-on, scenario-driven experience that candidates engage—on their own schedule,” said Marc Grayson, president and founder of NIW.

Agents, Brokers and Assistants – the 3 audiences

NIW also launched a new website front-end, to fully describe the REW™ certification and its applicability to the 3 audiences of AGENTS, BROKERS and ASSISTANTS – all the players involved in an Internet-enabled real estate transaction.

The new site details how AGENTS learn to establish a web-presence designed with the web-savvy customer in mind; exceeding their expectations while giving them the online services they expect. BROKERS can learn how to make the REW™ certification their in-house technology certification to effectively recruit and retain "productive" agents -- agents serious about technology adoption. Finally, details for ASSISTANTS on the new site describe how the REW™ certification is available to virtual assistants (VAs), office assistants, transaction, listing & advertising coordinators; anyone in the RE transaction – assisting assistants to win more clients, earn more client-hours and become technology coaches & consultants.

About National Institute of Webographers, LLC

Since 2004, The National Institute of Webographers, LLC has specialized in the education, training, assessment and certification of web-based technologies for the Real Estate industry.

The REAL ESTATE WEBGRAPHER™ Certification (REW™) provides consumer-facing solutions, education and training through a series of interactive online courses. Certification, online modules for REALTORS® and Assistants include Agent Websites, Single-property Websites, Lead Generation and Management, Virtual Tours, CMA and AVM technology, Neighborhood Search, Online Transaction Management, Electronic Forms, Blogs, Mobile Technologies, Virtual Assistants, and the Learning Laboratory™, where Candidates can access an array of showcased technologies for hands on learning. Available 24/7/365, these courses provide the opportunity for working professionals to learn at their own pace while enhancing the skill sets necessary to compete and excel with today's web savvy consumers. REW™ professionals provide consumers with a positive and profitable Real Estate experience.

For more information on The National Institute of Webographers, please visit www.webographers.com or contact Scott Lau ScottLau@Webographers.com.

- # # # -