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real estate

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FOR IMMEDIATE RELEASE

Chicago Real Estate Company Creates National Change

Newly released website redefines how real estate consumers effectively buy and sell property

Naperville, Illinois – July 9, 2007 – Joshua Dean Real Estate has officially launched its new website, JoshuaDean.com, considered to be one of the real estate industry's most comprehensive and technologically advanced websites. While real estate markets in most parts of the nation, including Chicago, are experiencing a slower pace, Joshua Dean Real Estate is leading the nation in a new breed of property marketing and information distribution to real estate buyers and sellers.

In response to recent social and economic changes in the real estate industry, JoshuaDean.com provides real estate buyers and sellers with a wealth of free information on every facet of the real estate process. With an online video library that increases in size every week, JoshuaDean.com features videos and seminars on:

- The Home Buying Process
- The Home Selling Process
- The Home Loan Process
- The Home Inspection Process
- The Attorney Review Process
- The Joshua Dean Show
- Joshua Dean University
- The Build-A-Home Video Series
- Featured Home Video Presentations
- Featured City Video Presentations

The Featured Home & City Video Presentations contain high-quality footage of Joshua Dean's clients' properties, neighborhoods, interviews with homeowners and include links to promotional City videos that have been created and continue to be created for each city in the Chicago suburbs. Utilizing the power of viral and network marketing as well as enhancing the exposure of Joshua Dean's property listings, each video is also deployed on YouTube, Google Video, Yahoo, AOL, MySpace, and other websites.

Coupled with home buyer search features that includes a full search of all available properties on the market, aerial maps, driving directions, neighborhood & school information, mortgage calculators, property history reports, tax records and other useful search tools, Joshua Dean Real Estate has propelled itself as a leader in the national residential real estate industry.

"The explosion of technological advancements in real estate related products, the accelerated growth of broadband connectivity, a surplus in home inventory and the need for on-demand information have all transformed the way buyers and sellers conduct their business," said Joshua Dean, owner and managing broker of Joshua Dean Real Estate. "The real estate market is substantially different than it was just one or two years ago and just about every real estate company in the market today is still conducting their business the same way they were in the 1980's and 90's. Unfortunately for today's buyers and sellers, it's outdated and ineffective. Joshua Dean Real Estate has seen this change and has adapted its services and way of business to this new breed of real estate consumers. I'm incredibly proud to lead the industry in this change."

For additional information and to see the advanced features that Joshua Dean Real Estate offers all real estate consumers, visit www.JoshuaDean.com.

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