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ERA Stirling Properties Selects BIRDVIEW Technologies' Real Estate Technology Platform to Improve Company Profitability

Convington, LA (February 2, 2009) - ERA Stirling Properties, a leading real estate brokerage serving Louisiana and the Mississippi Gulf Coasts, has selected BIRDVIEW's Real Estate Technology platform. BIRDVIEW's sophisticated suite of web based tools will allow ERA Stirling Properties to more effectively use the Internet to expand its customer base, dramatically reduce customer acquisition costs and improve Company profitability.

"After carefully reviewing multiple vendors, BIRDVIEW emerged as the clear choice given their capabilities and proven track record in helping other brokerages and their agents across the country. We are excited about partnering with a clear leader who will deliver the marketing systems we need today to both grow our business and improve our profitability in challenging economic times," said James Graham, Director of Relocation and Business Development for ERA Stirling Properties.

"We've been helping brokers for over 12 years now and we're excited to bring our expertise to help ERA Stirling Properties achieve their goals. The leadership team at ERA Stirling Properties has rightfully embraced Internet marketing and technology and has a clear vision of how the Internet can play a key role in moving their business forward," said Bob Kehoe, Vice President of BIRDVIEW Consulting.

BIRDVIEW and ERA Stirling Properties are currently engaged in pre-rollout planning sessions and have targeted March of 2009 for a rollout of the new platform.

About ERA Stirling Properties

ERA Stirling Properties is ranked among the top 500 Power Companies and ranks in the top 10 of ERA franchises. With over 200 highly trained and experienced professionals, the company services the real estate needs of consumers in Louisiana and the Mississippi Gulf Coast.

About BIRDVIEW Technologies

BIRDVIEW Technologies, www.birdview.com, combines a consultative approach with innovative technologies to help real estate brokerages successful grow their customer base. Since 1996, the Company has become a foremost expert having helped clients generate over 12,000,000 Internet leads. The Company's suite of web-based solutions helps real estate brokerages service the needs of over 2 million prospective home buyers each month.

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