

FloridaHomeLINK.com Taps Tough Housing Market with Innovative Technology and Local Focus

Home Buyers Can Win \$10,000 Dream Home Down Payment

FOR IMMEDIATE RELEASE

(Tampa, FL) - Feb. 25, 2008 – More home buyers are searching the web for Tampa Bay area properties these days than they are local streets. Now, a new high-tech concept developed to enhance online real estate listings by addressing the growing demand for local Internet real estate advertising is available. Newly-launched FloridaHomeLINK.com enables real estate professionals to advertise their active listings and homeowners their for sale by owner listing. FloridaHomeLINK.com also provides consumers with a resource for finding housing listings and other content related to residential real estate.

The web site features local video streaming produced weekly about various Tampa Bay communities, events, etc., called Xperience Tampa Bay. Realtors and home sellers will be able to upload their video and photos as well. Home buyers will be able to create a dream home profile and receive instant notification when a home with their criteria is listed.

“The creation of FloridaCareerLINK taught us that when it comes to searching for jobs, both employers and job seekers are most interested in what’s available in their own community,” said Pam Kauten, president of PEAK Connections and founder of FloridaHomeLINK.com. “Our research showed us that home sellers and buyers valued the same local focus. With FloridaHomeLINK.com, we’ve developed an online destination that showcases properties for sale but also allows consumers to experience what it’s like to live, work, and play here.”

Kauten, who sold FloridaCareerLINK last year, is committed to championing Tampa Bay. She developed FloridaHomeLINK.com in collaboration with her two twenty-something sons, Adam and Nick Kauten, to appeal especially to first time home buyers in their age group.

To celebrate the launch of FloridaHomeLINK.com, the Tampa-based company is sponsoring the “Win \$10,000 Dream Home Down Payment!” contest. To be eligible to win the \$10,000 grand prize, potential home buyers must sign up as a Home Buyer online at FloridaHomeLINK.com,

complete a Home Buyer Dream Home profile and a Home Buyer User Survey. The contest ends April 18. For complete rules visit FloridaHomeLINK.com.

About FloridaHomeLINK.com

FloridaHomeLINK.com is committed to bringing buyers a sense of community to the Internet with progressive, forward-thinking real estate firms and residential homeowners. They work to provide clients innovative technology and cost-effective real estate advertising. Clients receive the very best customer service and build a relationship with FloridaHomeLINK.com.

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