



MENTOR LISTING

REALTY, INCORPORATED

FOR IMMEDIATE RELEASE

As Real Estate Market Slows Down, Indiana Brokerage Offers Alternative to 6% Commissions

With real estate transitioning to a buyer's market, property owners are seeking out new ways to reduce the cost of selling their homes.

INDIANAPOLIS, IN – October 9, 2006 – Mentor Listing Realty

(<http://www.MentorListing.com>), an Indiana real estate broker and REALTOR®, offers home sellers a way to cut their real estate brokerage commission in half. And as the inventory of unsold homes continues to grow, more and more homeowners are turning to this alternative to the traditional high cost of selling a home.

“Our service lets property owners list their homes on the REALTOR® owned Multiple Listing Service (MLS) for a single, flat fee of \$399,” said Brian Waters, President of Mentor Listing Realty. “Traditional brokers charge up to 3½% of the selling price of the home for this service. On a \$500,000 home, Mentor Listing Realty can save a homeowner over \$15,000 when they sell their home.”

With Mentor Listing Realty, the home seller only pays a commission to the broker representing the buyer. “Since the buyer’s broker gets his or her normal commission, we have not seen any resistance in the market place to our concept,” said Mr. Waters. “The

time to sell our listings is virtually identical to the time to sell traditional, full commission, listings.”

Mentor Listing Realty currently offers this service to homeowners in over 30 Indiana counties, covering all of central and northern Indiana. “In addition to the metropolitan Indianapolis area, we cover Lafayette, Fort Wayne, Elkhart, South Bend, Northwest Indiana, and all the communities in between,” said Mr. Waters.

Mentor Listing Realty plans to be active in every county in the state by the end of 2006. “Discount brokerage services have been limited up to now to major cities. We intend to break that mold by offering our product to every city, town, and county in Indiana,” said Mr. Waters.

To receive further information, call Mentor Listing Realty at (866) 269-1006 or visit their web site at <http://www.MentorListing.com>.

###

Contact: Brian Waters
Mentor Listing Realty, Inc.
(866) 269-1006, extension 101
Fax: (219) 861-1049
<http://www.MentorListing.com>