

NEWS RELEASE

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Propertybase Real Estate CRM Goes Social

New Chatter Feature allows Instant Communication and Easy Collaboration

Munich, Germany—April 8, 2010 – Propertybase, the leading real estate CRM software built entirely on the Force.com platform, has gone social. By incorporating the new Chatter social message feature from Salesforce.com, Propertybase has unleashed its users' ability to communicate and collaborate throughout their organizations.

Using the familiar Facebook-style interface, Propertybase users can now:

- Track each other's business activities in real time.
- "Follow" other users, prospects, or customers to stay automatically informed of all activity in those accounts.
- Get automated reminders of events.
- Set trigger conditions on customer and prospect accounts, and receive alerts if the trigger event happens.
- Communicate broadly or narrowly with public "wall" postings or private messages.
- Coordinate and schedule events with the built-in shared calendar.

What does this mean for Real Estate Professionals?

This means Propertybase users can always be instantly aware of:

- New property listings
- Price changes and updates
- Buyer and Seller Offers
- Property Viewings
- Open Houses
- And other market activities

And just as in Facebook, they can follow their colleagues' chatter about housing prices, market demand, offer status, and property availability in real time.

"This type of interconnectivity represents the future of business collaboration," says Max-Michael Mayer, Managing Director at Propertybase. "Why should the ability to communicate quickly and easily be reserved for social media, where people are chatting about what they had for breakfast? Where we really need this is in business, especially the real estate business, where market conditions change hourly, and where fast access to information can make or break a deal."

Montgomery Hoefft, Director of Salesforce.com, adds, "The Propertybase implementation of Chatter is a perfect use of this new Force.com platform functionality. It brings fast and easy collaboration to an industry where speed and access to information are all-important."

Push Technology Means "First to Know"

To ensure that they never miss important information, Propertybase users can choose to have all this information pushed to their desktop, iPhone, or Blackberry in real time.

In short, Propertybase with Chatter will help real estate professionals gain the crucial first-mover advantage that is so important in this fast-moving, competitive business.

For a free Propertybase demo, go to <http://www.propertybase.com>.

About Propertybase

Propertybase is the leading real-estate CRM solution built entirely on the Force.com "software as a service" platform. That means it exists entirely "in the cloud" and requires almost no IT investment or development from its users. Propertybase offers real-estate-specific sales, marketing, and after-sales tools, and provides a complete front- and back-office application for real estate developers, brokers, and agents. It integrates smoothly with any website and can exchange data with leading real estate portals everywhere. Propertybase has clients around the globe from Australia to North America and counts among its users some of the world's largest real-estate companies, including the award-winning developer of master planned "lifestyle communities Daniel Island (USA), Dubai World Central (Developer of the world's largest airport community), Mubadala (Sovereign Wealth Fund of Abu Dhabi), and many others. Propertybase is a privately held company backed by leading venture capital firms and headquartered in Munich, Germany. For more information or a free demo, please visit www.propertybase.com.

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