



**ASX Announcement**  
**13 January 2016**

## **COLDWELL BANKER RESIDENTIAL BROKERAGE EXTENDS UPDATER TO TENTH REGION**

Coldwell Banker Residential Brokerage, a division of NRT, LLC, the number one residential real estate brokerage in the United States according to REAL Trends, recently launched Updater in its Arizona region, enhancing the Arizona Concierge program for all buyer, seller and rental clients.

“Coldwell Banker Residential Brokerage has always been committed to delivering excellent service by going above and beyond for our clients,” said Greg Hollman, President of Coldwell Banker Residential Brokerage Arizona. “The partnership with Updater is a reinforcement of that commitment, with the added benefit of actually simplifying one of the most stressful parts of a real estate transaction – the move.”

When a buyer, seller or renter works with any of the 1,500 Coldwell Banker Residential Brokerage independent sales associates in Arizona, they will automatically receive free access to Updater’s Mover Product prior to their move. The expansion to Arizona follows the recent successful deployment of Updater in Southern California, covering approximately 5,000 independent sales associates.

The Arizona and Southern California regions launched after eight other Coldwell Banker Residential Brokerage regions experienced the benefits of Updater, including Central Pennsylvania, Pittsburgh, Philadelphia, Connecticut, Westchester (NY), Long Island (NY), New England (all states) and New Jersey.

Updater Founder and CEO, David Greenberg, added, “The success and continued expansion of our partnership with industry leaders such as Coldwell Banker Residential Brokerage further validate that real estate agents and movers love using our technology for a simplified and improved moving experience.”

### **For more information, please contact:**

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### **About Updater:**

Updater makes moving easier for the 17 million households that relocate every year in the US. With Updater, users seamlessly transfer utilities, update accounts and records, forward mail, and much more. Hundreds of the most prominent real estate companies in the US (from real estate brokerages to property management companies) rely on Updater's real estate products to save clients hours with a branded and personalized Updater moving experience. With significant market share of all US household moves, Updater can enable contextual and personalised communication between relocating consumers and the US businesses spending billions of dollars trying to reach them.

Updater is headquartered in New York City, and prior to listing on the ASX, Updater received significant investments from leading US venture capital firms including SoftBank Capital, IA Ventures, and Second Century Ventures (the strategic investment division of the National Association of REALTORS®).

For more information, please visit [www.updater.com](http://www.updater.com).