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FOR IMMEDIATE RELEASE

CoreFact Corporation Announces Marketing Store in a Box for Independent Real Estate Brokerage Firms

San Jose Brokerage Firm CSR Real Estate Services Adopts CoreFact's Turnkey Farming and Listing Solution Following Three Month Trial

SAN FRANCISCO, California – October 5, 2010 – CoreFact Corporation, the leading innovator in marketing services for the real estate industry, today announced immediate availability of the CoreFact Store in a Box™ marketing solution for real estate brokerage firms. CoreFact Store in a Box is a turnkey farming and property marketing solution that fully reflects each brokerage's individualized branding. The store contains interactive farming programs that have been proven to be more effective than any other direct mail solution available in the marketplace. The store also contains proof of production materials that help listing agents promote their listed properties and generate additional buyer and seller leads.

CoreFact also announced that San Jose, California-based CSR Real Estate Services has adopted the Store in a Box solution for its agents. CSR has been piloting the store, which can be viewed at <http://csr.corefact.com>, for the past three months. The branded marketing store puts this regional brokerage on equal footing with the biggest firms in the industry, and gives the company an advantage in recruiting new agents.

“The CoreFact team has designed a solution that is truly unique, and more importantly, has a great return on investment,” said Tony Odom, CSR's Chief Operations Officer. “They back their system with a team that is responsive to our company's needs, and a comprehensive set of collateral that supports our agents. Integrating the CoreFact store into our company's operation was an easy decision for us.”

CoreFact Store in a Box was designed for small to medium sized brokerages that typically do not have a branded marketing design center at their disposal. CoreFact Store in a Box removes the high investment hurdle these firms would face to create their own solution. With this turnkey solution, brokerages can offer branded farming and property marketing materials to their agents within two business days of signing on. The store contains farming programs provided by CoreFact including the Home Estimate Series, Seller's Tips Series and Local Expert Series. The store also provides proof of production materials like Just Listed/Just Sold postcards and property flyers. All printing, postage and delivery to the postal service are provided as part of CoreFact's

100% guaranteed fulfillment policy.

“We looked at the market and realized that independent brokerages represent a large segment of the market, yet professional farming and marketing solutions were largely unavailable to them,” noted Chris Burnley, CoreFact’s CEO. “The idea behind Store in a Box is to give these firms the tools they need to build their brands, improve their operations and recruit more and better agents.”

CoreFact stated that the Store in a Box solution is available for immediate delivery for firms throughout the country. The company is temporarily waiving the \$995 setup fee for Store in a Box through December 31, 2010. Orders for stores will be fulfilled on a first come, first served basis.

About CoreFact Corporation

Founded in 2005 and based in the innovation hub of Silicon Valley, CoreFact is a full-service marketing services provider for the real estate industry. The company’s flagship farming program is designed to drive consumers online so agents can interact with and close their best prospects. The company provides a variety of marketing solutions that meet the specific needs of individual agents, small to medium sized firms and large enterprise clients. For more information, please visit www.corefact.com or call (866) 777-3986.

About CSR Real Estate Services

Serving the greater Silicon Valley region, CSR Real Estate Services was founded in 2003 with the belief that success comes from quality service and meaningful relationships with customers. The company operates both a residential real estate brokerage and a commercial real estate division. For more information about the company, please visit www.customerservicerealty.com or call (408) 558-5000.

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