

International real estate leader, RE/MAX, LLC looks to tech pioneer to revolutionize its virtual tours.

Tour Wrist[®], a mobile and web-based virtual tour company, has received a prestigious distinction as a RE/MAX[®] Approved Supplier, serving the company's 89,000 agents internationally. Tour Wrist[®] allows users to control what they see when looking inside a home through their iPhones, iPads, iPods, and computers. On portable devices, it appears as a window to each space. So as you point upward, you may see the crown molding and looking down may reveal beautiful hardwood floors. This new platform helps agents provide their clients with a look inside each home prior to taking them inside. As RE/MAX[®] Vice President of Event Management and Supplier Programs, Pamela Newman states, "We have a great responsibility to provide our agents — and their prospective buyers — with the best marketing tools available. After a comprehensive view of the virtual tour service market and the opportunity this industry holds for our agents, we're proud to announce this affiliation. Tour Wrist[®] is clearly a company that sees the big picture, and where this technology is headed."

For Tour Wrist[®], this new agreement is another sign of mainstream validation as the relatively young company continues a rapid growth trend. Since September 2010, Tour Wrist[®] has released a highly-acclaimed app in the iTunes App Store, acquired two photography companies, and added over 17,000 scenes to its database. Chief Strategy Officer, Tony Miller comments, "We're not in this business as a technology vendor. We've identified a unique opportunity to unite consumers, agents, and photographers through a marketing platform that puts the property — not the technology — on a pedestal." In the past few months, Tour Wrist[®] has been received inquiries from 6 of the Fortune 100 companies interested in its tour marketing and custom app development services. Tour Wrist[®] is currently the only RE/MAX[®] Approved Supplier for virtual tours.

RE/MAX[®] agents can learn more about Tour Wrist[®] (and other Approved Suppliers) by visiting **RE/MAX[®] Mainstreet**, an agent-exclusive, marketing-centric web portal. Agents and photographers interested in leveraging the Tour Wrist[®] platform may visit **TourWrist.com** or call (800) TOUR-660 for details. For media inquiries, please contact Tour Wrist[®] CEO, Charles Armstrong, at charlesarmstrong@tourwrist.com.

