



FOR IMMEDIATE RELEASE

BACKAGENT LAUNCHES FULL INTEGRATION WITH UPDATER

HOUSTON, TX – (February 8, 2016) – BackAgent, a service provider of intranet and transaction management solutions for the real estate industry, today announces an integration and partnership with Updater, a technology platform that streamlines the moving process for buyers, sellers and renters.

“This was one of the most seamless integrations we’ve ever built,” says Ryan Missman, CTO of BackAgent. “Thanks to the open architecture on both sides of the integration, we were able to quickly and efficiently bolster our platform, providing both company’s joint clients with world-class technology to improve the client experience.”

Updater saves clients hours by streamlining the various processes associated with moving, including, but not limited to:

- **Updating Accounts:** Updater can automatically update a client’s new address for any of over 15,000 businesses, including magazines, newspapers, alumni associations, charities, loyalty and frequent flyer accounts, and more.
- **Connecting Home Services:** Updater helps clients set up digital services and schedule in-home installations.
- **Forwarding Mail:** Updater files clients’ official U.S. Postal Service mail-forwarding forms online.
- **Sending Digital Moving Announcements:** Clients can create digital moving e-cards to notify friends and family of their new address.
- **Claiming Move-in Offers:** Updater provides special offers and exclusive deals on moving services and expenses, such as discounts on professional cleaning, moving companies, cardboard boxes, and more.

Though the BackAgent and Updater integration officially launched today, 15 brokerages, including Weichert Realtors® Southern Coast, Brik Realty, Weichert Realtors® ABG, and Integra Realty, are already live after an invite-only beta test.

“The speed with which this integration was built further proves the demand in the market for products designed to ease the relocation process,” says David

Greenberg, CEO of Updater. “We’re excited to partner with BackAgent to help our mutual clients provide a simplified moving process.”

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About BackAgent

Houston, Texas-based BackAgent offers brokers and agents a complete ecosystem with a comprehensive intranet and the most robust intelligent transaction management workflow platforms in the industry. With over 150,000 plus brokers and agents already utilizing the platform, BackAgent has built a proven system for any size corporate brand or brokerage firm. For more information, visit www.backagent.com.

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 multifamily and relocation companies) rely on Updater’s real estate products to save clients hours with a branded and personalized Updater moving experience.

Headquartered in New York City, Updater has raised over \$30 million from leading investors, including SoftBank Capital, IA Ventures, Commerce Ventures, Second Century Ventures (the strategic investment arm of the National Association of Realtors®), and more. For more information, please visit www.updater.com.