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2M Realty Expands the Reach of 2WEETER.COM to Serve the Top Real Estate Markets in Texas

2M Realty Continues to Leverage Social Media to Engage Texas Real Estate Agents and Customers

HOUSTON, TX October 28, 2010 – Independent real estate firm, 2M Realty, announced today that it has expanded the reach of 2WEETER.com network to serve the top real estate market areas in Texas, including the Austin, Dallas, Fort Worth, San Antonio and Houston real estate markets. 2WEETER.com is the first targeted Twitter feed that delivers local real estate trends, news, and listing information to agents and consumers in their respective markets.

"As a leading Internet real estate agency, 2M Realty continues to promote the use of social media to drive interaction between real estate agents and consumers," said Mark W. Martin, principal broker for 2M Realty. "It is our hope that agents will utilize 2WEETER.com with geo-targeted tweets as a way to engage consumers in their local markets."

Among the other benefits agents will garner when using 2WEETER.com is the ability to post information directly to the 2WEETER.com feed that will then be posted on their respective Twitter and Facebook accounts. "It simplifies social media postings by tweeting once on 2WEETER.com and then getting distributed to two of the leading social media networks," said Martin.

2WEETER.com filters the entire Twitter feed to pick up tweets that include tags relevant to the targeted real estate markets. For example, Twitter posts that include #houston and #homesforsale will be included in the feed for Houston homes for sale. The current feeds include the Austin, Dallas, Fort Worth, Houston and San Antonio real estate markets, as well as most towns and suburbs within those metropolitan areas.

"We have plans to expand 2WEETER.com to all 50 states over the next year," said Martin. "Once this expansion is complete, we will then direct our attention to smaller metropolitan areas and other high-volume real estate markets."

All Texas real estate agents and customers interested in the 2WEETER.com feed can now visit http://www.2weeter.com to immediately engage in the conversation.

About 2M Realty

2M Realty is a unique independent firm providing traditional and Internet real estate services throughout the Texas market. The firm's mission is simple: ease the real estate process, reduce stress for buyers and sellers and earn and keep client trust. 2M Realty's traditional real estate focus includes brokerage, property management, land development and investment partnerships. The firm also brings freedom and increased income to Realtors through the convenience of the Internet by offering Treehouse, a virtual real estate office solution.

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