

For Immediate Release

# AdWerx Outpacing High Expectations

## Startup announces 4 more strategic relationships

**DURHAM, N.C.— May 6, 2015** — AdWerx, the leading provider of localized digital advertising for over 15,000 real estate agents, today announced the signing of four key relationships, including the firms Sibcy Cline Realtors®, NextHome, Inc., and Crye-Leike, REALTORS®. This brings the total to 13 [strategic relationships](#) and expands the availability of brilliantly simple digital advertising to more real estate agents than ever before.

Market conditions continue to improve in the real estate industry. With the heavy adoption of mobile devices, and a steady shift towards online marketing, AdWerx is positioned to capitalize on these trends. According to a Magna Global report, in 2015 alone, over \$163 billion is expected in digital advertising expenditures, quickly closing in on TV spend. Real estate firms are recognizing the shift, and seeking out the right providers for their agents.

“More than 50% of consumers’ waking hours are now “digital hours” spent interacting online or consuming digital media,” said Jed Carlson, chief executive officer of AdWerx. “It’s more important than ever for businesses to show up on screens in front of the right audience for their product or service. AdWerx makes it simple and affordable for real estate agents to do just that.”

AdWerx was designed from the ground up to work for every real estate agent; whether a buyer’s agent or seller’s agent, experienced agent or new agent. AdWerx requires no digital advertising experience, no graphic designer, and costs as little as \$40 per month. AdWerx targets prospective home buyers and sellers at the zip code level, and provides daily reports to busy agents, so they can focus on what they do best – delighting clients.

### **About AdWerx**

One of the fastest growing companies in real estate technology, AdWerx provides brilliantly simple digital advertising to over 15,000 real estate customers across all 50 states. AdWerx is comprised of a team of savvy marketers, experienced software developers, and advertising veterans who are bound together by the simple belief that online marketing should work for everyone. For more information, visit [www.adwerx.com](http://www.adwerx.com).

Media Contacts:

Molly McKinley

AdWerx

919.423.4088

[mmckinley@adwerx.com](mailto:mmckinley@adwerx.com)

###