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Voyager Announces New National Real Estate Franchise

(1 November 2008, Santa Fe, NM) Today Voyager announced their plans to form a new national real estate franchise today at NAR Expo.

“Not one national real estate franchise today will give you a Do It Yourself virtual tour camera, or a built from scratch, SEO friendly website to anyone buying into their franchise,” says Bart Wilson, Chief Marketing Officer at Voyager. “We’ve been selling the leading virtual tour kit and we’re approaching 13,000 kits that have been sold to ERA, C21, Coldwell Banker, Realty World, John L. Scott and many others.”

“NAR publishes a home buyers report every year,” adds Barry Black VP of Sales at Voyager. “We’ve seen a preview of this year’s report already and it reports that 98% of all next time home buyers bought the home because they first saw the virtual tour or the digital slide show. The irony of today’s announcement comes only because we’ve given up trying to partner with CENDANT or another national firm. We’ve had 12 years to perfect the ideal national real estate franchise... so we’re rolling ours out next year as Kayyah Realty with a perfect set of real estate marketing tools.”

“We’ve seen our sales revenues soar to just over \$2.5 million over the past few years so we know we’re on the right track” says Bart Wilson. “The four mission critical products and services not provided to any real estate franchisee is why we’re moving ahead. Thanks to the popularity of Kayyah.com, our Open MLS appliance server, we are not going to be using any local MLS to create our listings for our brokers. You cannot publish FSBO’s on Realtor.com. You CAN with Kayyah and we’ve seen Kayyah turn into a nice alternative to Realtor.com. We will allow the publishing of recreational property, commercial, luxury vacation rentals, agricultural property and of course residential listings. Unlike traditional MLS systems, FSBOs, photographers and real estate investors will also be able to access, publish and manage their own listings online.”

Right now, we are selling options for a master franchise in each state. Because the Uniform Franchise Offering Circular (UFOC) is not yet done, we will be taking options from those right now who want to own the entire state. Those who are interested can contact our Santa Fe office.

About Voyager International

Voyager has been the leading source of virtual tour camera kits, virtual tour hosting and ad agency marketing - advertising services which help keep our clients at the very top of the real estate food chain. Our work has been favorably reviewed by Inman, the Wall Street Journal, Business Week and ABC’s Nightline. We operate the first Open MLS International real estate portal (Kayyah.com) that is 100% free from MLS politics and generates more than 82,000 fee-free leads a month for our subscribers.

Established in 1997, Voyager is a privately held corporation with headquarters in Santa Fe, NM and has offices and affiliates in Canada, the United Kingdom and Dubai. Voyager begins franchising in late 2009.