



Builder Homesite, Inc. Partners with Movoto NewHomeSource.com Listings Now on Movoto

Movoto.com, one of the Internet's leading online real estate resources, has partnered with Builder Homesite, Inc. (BHI) / NewHomeSource.com – the most complete new home marketplace online – to give consumers the only tool they need to easily search for new homes.

Austin, TX, July 18, 2008 --(PR.com)-- Movoto.com, one of the Internet's leading online real estate resources and an expert in the California real estate market, has partnered with Builder Homesite, Inc. (BHI) and its flagship product, NewHomeSource.com - the most complete new home marketplace online - to give consumers the only tool they need to easily search for new homes.

NewHomeSource.com is the largest and most detailed collection of new homes for sale in the most in-demand communities across the U.S. By joining forces with Movoto, BHI broadens its consumer reach in the highly active California real estate market and beyond.

“The partnership between BHI and Movoto is a win-win for us because of Movoto's deep experience in the California real estate market,” says Eric Elder, Senior Vice President, Marketing and Communications for Ryland Homes. “This is the ideal opportunity to expand our distribution and reach more homebuyers in important markets.”

New home community information on Movoto now allows home buyers in California and other states covered by Movoto to visit one site for detailed information on all of the homes for sale in their local neighborhood. Movoto new home and re-sale home listings include customized details on the surrounding neighborhood: local market data, school rankings and demographics - ideal for investment buyers and those home shoppers searching for the best deals.

“Our users want to evaluate all homes on the market. Partnering with BHI and NewHomeSource.com gives our users access to the biggest selection of new home communities available online,” says Henry Shao, CEO of Movoto. “We're leveraging BHI's relationships with the country's leading homebuilders to present premier home communities to active home buyers - a win for both buyers and builders.”

BHI was founded and is owned by leading U.S. homebuilders. Its flagship product, NewHomeSource.com, brings new home communities directly to consumers in one easy location. Integrating this experience with Movoto further extends the quality real estate inventory on the site, giving consumers more choices when searching for a home.

“We are always looking for ways to enhance the value we deliver to our builders and, as a top Internet destination for consumers looking for new homes, Movoto is the perfect partner to tap more deeply into several key markets,” says Tim Costello, CEO of BHI. “Movoto brings a unique ability to reach critical key markets in California, the east coast and now Texas. Our builders will not only benefit from the added exposure they'll get on Movoto, but also from the opportunity to buy additional display advertising at discounted rates through BHI.”



Besides Movoto, consumers can find NewHomeSource listings on AOL Real Estate, Yahoo! Real Estate, Google Base, HomeGain.com, Homescape, Trulia, Zillow, and other leading real estate websites.

About Builder Homesite, Inc.

Builder Homesite, Inc. (BHI) and its subsidiary, New Home Technologies, were both founded with the same mission: to bring homebuilding industry leaders together to develop world-class technology solutions.

They are a consortium of 36 of the nation's largest homebuilders. NewHomeSource.com, the company's flagship product, is a consumer website offering the most comprehensive information and selection of new homes available at <http://www.newhomesource.com>. For more information about BHI, visit www.builderhomesite.com.

About Movoto

Founded in 2005 and based in Redwood City, California, Movoto is a full-service real estate brokerage led by an experienced management team of licensed real estate industry veterans and Internet technology experts with a shared vision of empowering real estate consumers.

Our website gives both first-time and experienced homebuyers the Internet's most comprehensive “start to finish” home buying solution. Movoto gives homebuyers and sellers easy access to an unrivaled quantity of data, statistics and proprietary real estate information that is bolstered by an extensive network of handpicked and trustworthy independent real estate professionals with local market expertise. Movoto helps home buyers in the major metropolitan areas of California, Massachusetts, Maryland, Washington DC, Virginia and Texas. For more information, visit www.movoto.com.

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