

# Matchmaking service targets real estate buyers

By Yun Long, Reno Gazette-Journal

Matching the perfect home with the right buyer can take time – in many showings – as well as a major investment in money and emotion. Specific criteria must be addressed: Is the style right? Are the home's features attractive?

Producers Forum, an online real estate database service, is working to help Northern Nevadans in the industry make better connections. The company, which is based in Palo Alto, helps real estate agents match interested buyers with homes that aren't always available in the public marketplace.

The website allows serious buyers into the market and for members to share and organize information about homes that are for sale but aren't openly listed.

"The buyer pool for the (Reno and Tahoe) regions tend to be outside those regions," said Eric Trailer, CEO and founder of the Producers Forum. "Therefore, for agents to connect with agents where the buyers pools are is certainly a benefit to Reno agents."

Trailer will host two sessions to introduce the service to Reno, Sparks and Lake Tahoe real estate agents and brokers Thursday at Ticor Title. The service allows agents to better share information with their counterparts in the local market, as well as outside markets with interested buyers.

Arjun Dhingra, who works sales and business development at Mortgage Capital Associates and serves the Northern Nevada and Northern California markets, said that recently his company has handled many loans for Californians relocating or buying a second home in Nevada.

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