



## The Real Deal: How Game Dynamics Helps Sell Houses

**Boston, MA. May 27, 2010:** Could the next big real estate deal that you snag come from your phone? [SCVNGR](#) thinks so.

SCVNGR, the location- and mobile-based social gaming platform all about going places, doing challenges, and earning points, is targeting real estate as the latest sweet spot of engagement. Creative real estate clients are turning to SCVNGR to develop challenges and treks to help list and sell more homes, and find more buyers.

A local broker, builder, or multiple service listing (MSL) counterpart can work with SCVNGR exclusively in a specific region, developing challenges to attract, engage and reward their growing community of customers. Participants that sign up for the challenge are pre-qualified to fit the demographic of soon-to-be-buying or selling prospects.

"This platform is an awesome way to connect on a regional basis with customers in what we consider to be an untapped market," said Seth Priebatsch, Chief Ninja of SCVNGR. "SCVNGR can help improve the real estate transaction experience for real estate professionals and consumers alike."

To play, all consumers need to do is grab the free SCVNGR app from the [Android Market](#) or [Apple App Store](#).

Parties interested in building on SCVNGR should reach out to Ryan Neu ([ryan@scvngr.com](mailto:ryan@scvngr.com)) for more information on how to leverage SCVNGR's game engine to help sell homes. You can also check out live demos of SCVNGR at the [Inman News Real Estate Connect Conference](#) in San Francisco and the [2010 REALTORS Conference and Expo](#) in New Orleans.

### About SCVNGR

SCVNGR is part game, part game platform. Playing SCVNGR is all about going places, doing challenges and earning points. SCVNGR is played via a free iPhone/Android app. Any individual or enterprise can also build on SCVNGR by adding challenges at their favorite locations. SCVNGR is funded by Google Ventures and Highland Capital Partners. Visit [www.scvngr.com](http://www.scvngr.com) to learn more.

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**Media Contacts:**

LaunchSquad for SCVNGR

Mike Farber or Katie Cinnamon

Scvngr [at] launchsquad [dot] com

Boston office: 617-872-0769