



FOR IMMEDIATE RELEASE

Nice Idea Media, Inc. announces release of HomePik.com

Revolutionary real estate search engine, Hompik.com, grades and compares apartments

New York, NY November 11, 2015

Today, Nice Idea Media announced the release of a revolutionary new real estate technology, HomePik.com ("HomePik"), which is debuting today at the New York Real Estate Expo. HomePik utilizes a US patent-protected technology called Selection Portfolio to grade, average and compare real estate. HomePik's expansive, custom database permits comparisons between properties in a concise, structured and meaningful way so that individuals can clearly see which properties are better than others.

Darcie Binder, President of HomePik, noted, "HomePik is truly groundbreaking. Until now, real estate sites have merely accumulated data; HomePik helps guide its users to the best choice. We want to take the uncertainty out of buying an apartment. With our site, you'll be confident in your decision."

HomePik.com is initially being rolled out as a real estate search engine serving Manhattan apartment sales. Currently, HomePik is licensed to Bellmarc Realty Inc. Bellmarc has agreed to supply HomePik with its entire listing-book database as a source for buyers who register with the site.

For further information, please contact Jessica Sarkodie, Project Manager of HomePik, at 646-783-6712, or jsarkodie@homepik.com.

About HomePik

HomePik is a real estate search engine which grades and compares apartments using a patented technology called Selection Portfolio.

Contact

Jessica Sarkodie, Project Manager of HomePik
646-783-6712
jsarkodie@homepik.com

###