



Trulia Launches New Trulia Mayor Community Program

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SAN FRANCISCO, CA

Trulia today announced its new 'Trulia Mayor' program, an initiative that will help strengthen and expand the Trulia Voices community including nearly 400,000 real estate professionals.

Trulia Mayors are great social media role models and innovators, and will represent the opinions of real estate professionals in various Trulia efforts. Mayors will attend frequent roundtable meetings, get sneak peeks of upcoming projects and will provide their input in content quality matters on Trulia Voices. Additionally, Trulia Mayors will be participating in various PR and marketing efforts, such as co-hosting local events and co-authoring newsletters and articles, to spread their knowledge and provide expert advice to consumers and professionals alike.

Trulia Mayors will be identifiable in the Trulia Voices community by a special Mayor badge. They will also continue participating on the Trulia Voices community by asking and answering questions and blogging. The Trulia Mayors will assist real estate professionals with questions or concerns about Trulia or the Trulia Voices community specifically and they will share their own experiences and knowledge.

The inaugural board of Trulia Mayors includes real estate professionals from across the US, each of whom has demonstrated leadership in the Trulia Voices online community:

[Josh Boggs](#) - San Antonio, TX

[Maureen Francis](#) - Birmingham, MI

[Deborah Madey](#) - Rumson, NJ

[Alan May](#) - Evanston, IL

[Carl Medford](#) - Fremont, CA

About Trulia, Inc.

[Trulia, Inc.](#) has revolutionized [real estate search](#) by offering a rich, intuitive user experience to help consumers find [homes for sale](#), track local price trends, [compare properties and neighborhood data](#) all at the hyper-local level. [Trulia Voices](#), the largest [real estate community](#) on the web, allows home buyers, sellers, agents and real estate enthusiasts to ask questions, receive advice and blog on topics such as the buying and selling process, foreclosures, refinancing and more. Trulia's user-friendly search can also be accessed on more than 170 websites as a result of our media partnerships. Trulia has received a number of awards, including the 2009 Webby Award for [real estate](#). For more information, visit <http://www.trulia.com/>.