

The National Association of Real Estate Appraisers (NAREA) Announces the Launch of Their Web 2.0 Online Interactive Membership Directory.

Web 2.0 Business Portals and Online Tools by SalesBook help thousands of NAREA Members Grow Their Businesses Online.

Palm Springs, CA (November 23, 2009) – **National Association of Real Estate Appraisers (NAREA)** in partnership with SalesBook, Inc. announced today that their membership is now online. Each NAREA member has been provided a free SalesBook portal on the NAREA website, making it easy for all NAREA members to collaborate within the community online. Finding Real Estate Appraisers, content and information related to appraisal services can now be easily accomplished at NAREA-Assoc.org.

“We believe technologies such as social networks, web 2.0 content sharing and e-marketing tools can offer incredible value for our members businesses and we are committed to enabling our community with this advanced SalesBook platform through our website. Our members need better tools to succeed in this difficult economic environment and NAREA is offering the latest in online business tools” said Brent Felstead, NPSI General Manager, managing company for NAREA.

More than ever, the process for buying real estate appraisal products and services is initiated online. Without an online presence, inspection professionals simply cannot be found by an ever increasing percentage of the business that could be available for them.

This directory allows members to post information about themselves, their companies, their products and services and the content and materials that make them stand out as a trusted advisor. Each profile supports videos, pictures, images, links, public or private folders for storing and sharing content of any kind. A CAN SPAN compliant email tool and a private Work Group area for collaborating online are also available. NAREA members will also have the option to individually brand their own site through subscriptions.

“We are pleased to have this strategic partnership with NAREA and believe every independent Real Estate Appraiser needs an online presence where new partners and clients can find them and learn about their expertise and services. This is key to helping many members grow their business” said Patrick Robbins, CEO, SalesBook, Inc.

About SalesBook

SalesBook is a Web 2.0 application enabling business professionals to create and manage their own online place with rich content and communications tools to better connect with colleagues, peers, and customers. Members establish a profile within minutes to store and share documents online, aggregate and display 3rd party content, broadcast professional HTML email campaigns, and collaborate with their business network via private work groups. SalesBook’s fully customizable portal can also be embedded as a branded extension to any

company's website. SalesBook brings your selling process online where your customers are. For more information please visit, www.salesbook.com

About NAREA

The National Association of Real Estate Appraisers (NAREA) is the leading organization in its field providing the latest updates on guidelines, regulations and trends keeping members in the know while supplying appraisal leads, product and service discounts, educational seminars and more. NAREA represents thousands of Real Estate Appraisers who provide services to a wide variety of clients including home owners, lenders, real estate agents and private companies. NAREA is managed by National Professional Services, Inc. (NPSI). NPSI is a subsidiary of Environmental Service Professionals (ESP-Ticker Symbol EVSP.OB).

For more information visit www.NAREA-assoc.org, or Contact: support at info@narea-assoc.org