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REALTY EXECUTIVES TECHNOLOGY TOOLS REVOLUTIONIZE THE WAY REAL ESTATE AGENTS DO BUSINESS

Real estate agents inspire development of tech tools poised to disrupt the industry

PHOENIX – December 5, 2016 - Realty Executives has always been known for innovation in real estate, and the firm is now using technology to disrupt the old school thinking common to the industry. For example, by creating automated marketing tools, the company has cut the time agents spend marketing themselves so they have more time to work with and on behalf of their clients, with Brokers across the system reporting increased productivity and cost savings of up to 50%.

"We've gone from spending 45 minutes to an hour creating each flyer and postcard to getting the job done in less than a quarter of the time," says Becky Wilde, Administrative Manager for Dale's Home Selling Team of Realty Executives Integrity in Hartland, WI.

By leveraging in-house technology expertise, Realty Executives has built a proprietary system, PrimeAgent, that aggregates essential real estate business functions into one convenient platform. The system includes websites for brokers and agents, lead and contact management, email broadcast and campaign automation, text message marketing, and automated listing campaigns that offer listing materials and video listings as well.

With industry-leading technology, training, concierge service and marketing support, Realty Executives is now fine-tuned for the digital age and poised to lead the real estate industry as it evolves into a technology-led business.

Director of Marketing and Public Relations of Realty Executives Integrity in Wisconsin Caitlin Flanagan adds, "The PrimeAgent suite has immensely helped our Executives simplify their business. From a company perspective, it has been a great recruiting and retention tool. Executives are truly appreciative of the proprietary tools."

"We're going to continue to innovate by investing in automation, AI and integrating with other leading real estate solutions in the industry," says Dave Tedesco, CEO of Realty Executives International.

Find out more about how Realty Executives' suite of technology tools is revolutionizing the way real estate agents conduct their business. Please contact Nantale Muwonge at (602) 749-2309 or media@realtyexecutives.com.

About Realty Executives Intl. Svcs. LLC

Established in 1965, Realty Executives International is one of the largest and most established real estate franchise systems in the world today, with over 8,000 agents and 500 offices globally. The company offers disruptive, flexible pricing models for unrivaled mobile technology, business tools, training and service while providing protected territories to qualified franchisees worldwide. The Scottsdale-based, privately held company has been ranked as a leader in the real estate industry by publications like *Entrepreneur*, *Success* and *Inc.* magazines. For additional company information visit www.RealtyExecutives.com.