



**Contact:**

Jason Politi | Baker Public Relations, Inc.  
O: 518.426.4099 | M: 518.845.6394  
[megan@bakerpublicrelations.com](mailto:megan@bakerpublicrelations.com)  
[www.bakerpublicrelations.com](http://www.bakerpublicrelations.com)

**FOR IMMEDIATE RELEASE**

May 10, 2016

**Listing Automation Technology Streamlines Marketing Process for Coldwell Banker Agents**  
*Coldwell Banker Prime Properties is the largest capacity firm offering technology locally*

ALBANY, NY – [Coldwell Banker Prime Properties](http://www.coldwellbankerprime.com), a locally-owned and operated full service real estate firm, has implemented an automated marketing system that simplifies the marketing process for its network of more than 450 agents, ensuring they can effectively market their listings through a variety of channels. Coldwell Banker Prime Properties is the largest firm in the area offering exclusive use of this technology to its agents.

The Coldwell Banker eMarketing, powered by marketing technology firm [Imprev, Inc.](http://www.imprev.com), organizes the creation and distribution of a broad array of print and digital marketing materials. With every new listing an agent enters, they receive marketing content with listing details and photos ready to be shared through web, social media and mailing campaigns. Imprev also supports each listing throughout its entire lifecycle; if a listing is modified to reflect a price change, for instance, updated content is automatically recreated.

“Reaching potential clients and developing relationships with them is so important to our business. We want our agents to take advantage of every resource available to them, but with all the marketing channels available today, that would take a great deal of time,” said Richard Barger, director of communications and marketing, Coldwell Banker Prime Properties. “With this system, our agents are sent everything they need all at once, and then immediately shared directly with their audience.”

In addition to improving agent productivity, Coldwell Banker Prime Properties is able to achieve brand consistency through all marketing channels. The creative suite offered through the software lets agents use the content as is, or personalize it within the parameters of Coldwell Banker templates.

Coldwell Banker Prime Properties made the Imprev system available to its agents in the first quarter of 2016. Since that time, Imprev has automated 4,506 listings with a total of 22,530 automated projects created.

**About Coldwell Banker Prime Properties:**

Locally-owned and operated for nearly 30 years, Coldwell Banker Prime Properties offers a full line of services to guide customer through the real estate process for beginning to end, whether they’re buying, selling or relocating to the region. With 12 offices and more than 350 agents throughout Upstate New York, we are the number one Coldwell Banker Prime affiliate in New York State. Our agents take part in nationally-recognized training and are equipped with the market knowledge and latest tools and technology to meet our customers’ real estate needs. Visit us online at [www.coldwellbankerprime.com](http://www.coldwellbankerprime.com).

**About Imprev, Inc.:**

Imprev, Inc. is the largest provider of private label marketing solutions to the real estate industry today, producing innovative marketing solutions including automation, custom Marketing Centers and digital apps, delivered by the industry’s most advanced and stable platform. Visit them at [www.imprev.com](http://www.imprev.com).

###