



Marketing Automation to Fundamentally Change Real Estate Marketing *Imprev Integration with ListHub Reaches 60,000 Brokerages Nationwide*

November 2, 2016 – ORLANDO – National Association of REALTORS® Convention – Real estate brokerages of all sizes can now access sophisticated marketing automation services that will help them drive growth, enhance their brand image, and increase recruiting success. Today, Imprev, a leader in marketing automation for real estate, announced a re-architecture of its Listing Automation services, allowing brokerages that work with listing syndicators to add advanced automation for the first time.

“Until now, marketing automation services for marketing property listings have been largely limited to only the biggest brands in real estate,” says Bill Yaman, President and Chief Revenue Officer of Imprev. “By integrating with listing syndicators, more brokerages than ever can get immediate access to Listing Automation services to drive their expansion, deliver brand image consistency, and attract successful agents.”

Casey Patterson, Marketing Director at Bellator Real Estate in Daphne, Alabama, notes, “In the past, advanced automation providers required a custom feed for automation—something that many brokerages just can’t provide. That changed with Imprev’s recent integration into ListHub, the nation’s leading listing syndicator.” ListHub is the nation’s leading platform for listing management, serving more than 60,000 brokerage firms.

Bellator, one of the largest independent brokerages in southern Alabama with more than 165 agents, was using another service that offered similar features. However, Patterson says it was not as advanced as Imprev, nor did it deliver the modern look and feel of Imprev. “We really needed an upgrade from our old system,” she says. “Imprev has given us better service, better tools, and a fresher look. Agents have commented on how much easier the tool is to use and it requires a lot less training. When it comes to recruiting, brokers need a service like this to differentiate themselves from the competition.”

Through the new ListHub integration, Imprev Listing Automation automatically creates a complete, customized set of print, digital and social media marketing materials for each active listing and emails it to the listing agent. The system automatically updates marketing materials whenever there is a change so that marketing materials are never out of synch with the listing.

Yaman at Imprev points out that marketing automation for real estate is one of the industry’s hottest trends. “Until now, Listing Automation has been largely untouchable for the very firms that understand that a strong, consistent brand is vital to their growth and success,” he says. “Now with Imprev’s new Listing Automation services, the nation’s next generation of brokerages will be able to reinforce their brand across every customer impression.”

“Listing Automation also fundamentally changes the recruiting conversation because agents are struggling with ‘technology fatigue’,” Yaman says. “Forward-thinking market leaders recognize that top agents want additional services that are automated – not more tech tools agents rarely use. Listing Automation delivers on that vision.”

Patterson shares that making the switch to Imprev Listing Automation was surprisingly smooth and agent adoption was immediate. “The onboarding process was great,” Patterson says. “It’s always a little tough to get agents excited about new technology and be ready to jump into it, so we did a lot to promote it beforehand, including a training session with all of our admins to make sure they were ready to guide agents that needed extra help. When it went live, it went really well and we were surprised at the number of agents using it right away.”

Imprev’s landmark 2015 Thought Leader study on Marketing Automation for real estate showed that nearly one in three (29%) real estate brokerage and franchise leaders planned to implement Marketing Automation in 2016. Explaining the momentum behind the trend, nearly three-quarters (74%) of top real estate executives ranked Marketing Automation as “valuable” to “extremely valuable” for recruiting new agents. But the number one reason they had not implemented Marketing Automation was “Budgetary constraints”—a limitation that Imprev’s new integration now effectively addresses.

About Imprev

Imprev, Inc. is real estate’s leading provider of automated marketing services. Built for brokers and designed for agents, Imprev products enable agents to effortlessly market their listings and themselves by providing custom digital, print, and social media marketing — in one consolidated platform. Imprev powers white-labeled Marketing Centers and Listing Automation Services for many of the largest brands in real estate. Established in 2000, Imprev is headquartered in Bellevue, Washington. Discover more at www.imprev.com.

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