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Imprev CEO Joins Seattle Leaders on Top Real Estate List

Bellevue-based tech firm's innovative automated marketing services driving greater recognition

January 16 2017 – Bellevue, WA – **Renwick Congdon**, CEO of Bellevue-based Imprev (www.imprev.com), was named to the Swanepoel Power 200 (SP200), a definitive ranking of residential real estate's 200 most powerful leaders. Renwick joins 12 other Seattle-based leaders, who combined make up 15% of the SP200 list.

The placement was an unexpected achievement for Renwick. While Imprev powers automated marketing services for over 260,000 brokers and agents worldwide—encompassing many of the largest brands in real estate—Imprev clients usually white label, branding the services as their own.

“Our solution gives brokerages and franchises the opportunity to shoulder the marketing load, allowing agents to focus on what they do best: selling. We like to think of ourselves as a behind-the-scenes service; it works so well that you notice the results, not necessarily the company behind the results,” Renwick shares. “Being named to the SP200 list is an exciting surprise, and at #199, leaves more than a little room for improvement.”

The Swanepoel T3 Group spends over 400 hours researching and analyzing the rankings of more than 3 million real estate professionals. In the final evaluation round, more than 3,000 leaders from residential real estate brands, brokerages, technology companies, MLSs, associations, economists, authors, consultant, coaches, and media members were considered.

The firm’s Chairman and CEO, Stefan Swanepoel, explains the vision behind the list: “With the SP200, we aim to hold a mirror up to the industry, reflecting residential real estate back to itself by noting who wields the most power and influence, whether by position, personal power, employee count, reputation, and trajectory.”

Seattle-based based leaders include Zillow Group CEO **Spencer Rascoff**, who tops the list this year—the first time a tech exec has captured the number one spot. Other local leaders include: Coldwell Banker Bain Chairman and CEO, **Bill Riss**; Windermere Real Estate Managing Principals **OB Jacobi, Jill Jacobi Wood, & Geoff Wood**; John L. Scott Real Estate Chairman and CEO, **Lennox Scott**; Redfin CEO **Glenn Kelman**; Moxi Works CEO, **York Baur**; Keller William broker-owner **Ben Kinney**; and Bellingham-based Ben Kinney Companies CEO. Zillow Group had five other leaders on the list: **Amy Bohutinsky, Greg Schwartz, Errol Samuelson; Stan Humphries, and Jeremy Wacksman.**

Renwick, who works and lives in Bellevue, founded Imprev in 2000. He’s passionate about driving innovation in the real estate industry and has introduced many technology trends. For an inside view of how Renwick started Imprev and to hear his latest real estate trend ideas, [listen to Renwick's recent interview](#) on Greg Robertson’s (also on the SP200 list) Vendor Alley podcast. Marketing materials in different languages? Transmitting smells in a virtual tour? He believes it should be possible.

His firm’s twice-annual Imprev Thought Leader Survey is the industry’s oldest and most comprehensive study of its kind. It’s been quoted by top news sources, both real estate and non-real estate, including the Wall Street

Journal, Business Insider, Motley Fool, Inman News, and more. The study provides insight into the key business challenges top executives and broker owners face, encouraging an exchange of ideas and solutions among industry leaders. Their most recent, in-depth study dives into brokers' perceptions, hopes, and fears for Upstream, real estate's new data management project.

Imprev was an Inman News Innovator Award finalist in both 2004 and 2011. Under Renwick's leadership, Imprev has become a powerful, integrated solution that drives synergy between the broker and agent's marketing—empowering agents to effortlessly promote their listings, brands, and brokerages through custom digital, social media, and print creative.