

# REAL ESTATE

## Coldwell Banker enhances its online marketing capability

Coldwell Banker Residential Real Estate, Florida's largest real estate brokerage company, has announced the release of a significant improvement to the mobile capacity of LeadRouter, its online rapid response system that immediately converts leads from electronic and traditional sources to voice messages.

This latest enhancement enables all of the company's 5,500-plus real estate professionals throughout Florida to complete additional critical functions, such as reviewing the history of a customer's real estate preferences and recording any new actions regarding a home for sale, from the road using their

Web-enabled PDA and cell phone devices.

"LeadRouter Mobile" enables our sales professionals to manage their business right from their cell phone, said Gus Rubio, Regional Senior Vice President, Southeast Florida Region, Coldwell Banker Residential Real Estate.

According to Leyla Arner, a Broker Associate at Coldwell Banker's Kendal Town & Country office, "I received a LeadRouter call for one of my rental listings on a Sunday. The customer was so surprised when I called him right back, that he was not prepared to see the property the same day. He loved the unit, filled out the credit

application and gave me the check on the spot. Thanks to LeadRouter, I wowed my customer and got both sides of the rental."

Statistics show that home buyers and sellers tend to work with the first agent they contact. With LeadRouter, sales associates can manage and distribute their leads respond within seconds helping to make the response time to a consumer inquiry almost immediate.

"Breaking the chains to their desk and being able to complete commonly needed tasks while working in the field is key for our sales associates to adapt technology to our business," said Smith, "The LeadRouter Mobile up-

grade will provide a tremendous time-saving capability for our real estate professionals, and in turn, also enable increased customer communication."

LeadRouter has features and settings that each real estate professional can customize, making the platform adaptable to any Coldwell Banker Residential Real Estate market and it provides associates with tools to manage all customer leads. Additionally, the LeadRouter system has a robust reporting feature that enables real estate professionals to track leads and measure conversion rates. For more information, visit [www.FloridaMoves.com](http://www.FloridaMoves.com).

### R.E. AT A GLANCE

#### Linares named senior...

Danet Linares, a commercial real estate veteran with brokerage, marketing and management experience, has been named senior vice president, director of real estate services for Forum Group, developers of Downtown Miami's most significant development project, Brickell Financial Centre. Page 28

#### Gown made of ceiling...

Fashion and interior design came together this month at the International Interior Design Association's (IIDA) 6<sup>th</sup> Annual Miami City Center Event "Design Mix 08," where BCArchitects was awarded "Best Use of Challenging Materials" for their design of an evening gown made almost entirely of metal ceiling panels. Page 22

#### LBC Design names...

LBC Design, a full-service decorating and consulting firm specializing in high-end residential projects, has hired Michael Blanton as Decorating Firm Manager for the Aventura office. He specializes in operations management and will handle client and vendor relations as well as sourcing for LBC's projects.

Prior to joining LBC Design, Blanton was with Atlantic Coast Mortgage Group acting as operations manager...Page 26

## Redlich receives RCA Professional Development Award from RAMB

ComReal Miami's Vice President, Edward Redlich, CCIM, was recently awarded the 2007 Realtor's Commercial Alliance (RCA) Professional Development Award at the Combined Installation and Awards Event hosted by the Realtor Association of Greater Miami and Beaches (RAMB) at the Country Club of Coral Gables. RAMB presented Redlich with this prestigious award, recognizing his significant achievements in the Commercial Real Estate industry. Redlich has nearly 15 years of experience in Miami's commercial real estate market; all of which have been with ComReal Miami, Inc. In 2003, Redlich was initiated as a Certified Commercial Investment Member (CCIM), which is considered the "Ph.D. of commercial real estate."

This designation is obtained by completing both educational courses as well as reaching the higher levels of production. Redlich currently serves on the CCIM's Miami-Dade District's Board of Directors as President.

Redlich also serves as President for Florida International University's Real Estate Alumni Affinity Council. And he serves as Director for The Commercial & Industrial Association of South Florida and The Florida Association of Realtors.

"I will be forever grateful and forever live up to the expectations of The Realtor Association and The RCA," exclaims Redlich. "It is a great honor to receive an Award such as this. My parents and sister are also Realtors and we are all very proud of the profession we chose as our



(L-R) Ed Redlich, Vice President of ComReal and J.R. Steinbauer, RCA President.

careers."

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