



FOR IMMEDIATE RELEASE

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Editors: Please note RE/MAX is all caps.

RE/MAX of New Jersey Launches New ‘Autopilot’ Feature

(Moorestown, NJ) – June 8, 2015 – RE/MAX of New Jersey is pleased to announce the release of Autopilot, a service that completely automates the creation of an agent’s listing marketing materials. Autopilot is a service powered by Imprev and their marketing platform, Design Center. Starting June 8th, Autopilot will begin generating marketing materials for every RE/MAX listing added to the MLS.

“We know that agents are most effective when they’re out listing and selling properties. If real estate is about relationships, then we want to help our agents cut out the tedious tasks that may be important, but keep them from the rest of their business. Autopilot gets agents out from behind the computer, by doing the job of creating their marketing for them,” said Stephen Shivers, RE/MAX of NJ’s Regional Technology Director

Autopilot generates two printed materials: a “Just Listed” flyer and Postcard. In addition to the printed marketing, Autopilot creates a digital ePostcard, a Mobile-friendly Virtual Tour, which works on all devices, desktop and handheld, a Single Property Website dedicated to the listing, and a YouTube Video slideshow of the listing photos.

This new tool will provide RE/MAX of NJ Agents with the necessary resources to assist them in building their brand as well as expand their marketing capabilities. To learn more about all Autopilot has to offer, contact RE/MAX of New Jersey’s Help Desk at 1-888-547-3629 or visit www.remax-nj.net/autopilot.

About RE/MAX of New Jersey:

RE/MAX of New Jersey was founded in 1985 and has grown from a single office to over 170 offices with nearly 3,000 sales associates across the state. RE/MAX of New Jersey continues to be one of the leading real estate organizations in New Jersey. Nobody sells more real estate than RE/MAX. RE/MAX of New Jersey, based in Moorestown, N.J., is a privately owned and operated regional franchiser for RE/MAX, LLC. Please visit <http://www.remax-nj.com> for more information.

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YouTube link: <https://www.youtube.com/watch?v=gLmxPSXS5ws>