



## **Today Sotheby's International Realty Launches New Marketing Platform, Establishes Brand Consistency Across All Marketing Channels**

April 29, 2015 – San Carlos, CA – Today Sotheby's International Realty, San Mateo County's most productive real estate firm, announced it has launched a new marketing platform to streamline the creation of sophisticated digital and print marketing content. The platform will provide universal brand consistency for all of its agent marketing channels, ensuring the highest level of marketing and promotion to Today Sotheby's International Realty clients.

The marketing platform was developed by Imprev, a leading provider of real estate technologies that powers custom Marketing Centers for many of the leading brands in real estate.

“Home sellers that choose Today Sotheby's International Realty know the value of having the strongest brand in real estate, especially when it comes to marketing high end properties on the Peninsula,” said Robert Brisbane, Chief Operating Officer of Today Sotheby's International Realty. “Our new marketing platform from Imprev ensures that we deliver the promise of our brand across every customer impression,” he said.

“With this new marketing platform we are providing a wide range of custom marketing content, created by Imprev to meet our exact specifications, which gives Today Sotheby's International Realty agents a further advantage in the marketplace,” Brisbane added.

Bill Yaman, President and Chief Revenue Officer of Imprev, said, “Having an established track record for creating the industry's most advanced and flexible Marketing Centers gave us the credibility that a high-end boutique firm like Today Sotheby's International Realty requires in a technology partner. The Today Sotheby's International Realty requires beautiful content that reflects the sophistication and quality of their brand.”

He added, “This also demonstrates that offering a best-in-class Marketing Center is possible for a wide range of brokerage firm sizes, including boutique firms like Today Sotheby's International Realty.”

### **About Today Sotheby's International Realty**

Today Sotheby's International Realty traces its history of success in San Mateo County back to April, 1990, when it began as Today, Inc., a one-office firm in San Carlos. A quarter of a century later, it's grown to include almost 100 sales associates who closed approximately \$1 billion in total sales last year. Today Sotheby's International Realty has the highest per agent productivity rate among San Mateo County Association of Realtors member firms, both in terms of number of completed transactions and total sales volume. Visit Today Sotheby's International Realty online at [todaysothebysrealty.com](http://todaysothebysrealty.com).

**About Imprev**

Imprev, Inc., is a leading provider of real estate marketing technologies. Imprev products allow brokers and agents to market their listings and services by providing custom digital, print, video, social media, online and email marketing and communications — all in one place. Imprev powers industry-leading technology, including custom Marketing Centers and digital apps, as well as automated and private-label marketing solutions for many of the largest brands in real estate. Established in 2000, Imprev is headquartered in Bellevue, Wash. Discover more at [www.imprev.com](http://www.imprev.com).

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