

**Berkshire Hathaway HomeServices Florida Network Realty Delivers Marketing Game Changer  
*New Platform Provides Automated Marketing Solution***

JACKSONVILLE, FL (November 10, 2015) – More than 320 real estate professionals across Berkshire Hathaway HomeServices Florida Network Realty operations now have a customized automated service for marketing their listings. The new service is part of a powerful marketing platform that gives each agent an expansive collection of marketing capabilities that are unmatched in their local markets.

“We are now able to provide all of our Realtors® with automated marketing collateral that maximizes the strength of the Berkshire Hathaway HomeServices brand while still prominently promoting the agent’s individual brand,” says Berkshire Hathaway HomeServices Florida Network Realty Partner, Broker, and EVP Christy Budnick. “This type of service allows our agents to quickly provide high quality marketing materials for each of their listings which in turn impresses and thrills their clients!”

Budnick explains that real estate agents enter the property details and photos into the MLS, and the platform does the rest. Everything an agent needs to market each property – a complete digital and print marketing package – is automatically created and delivered to the listing agent in an email. When crucial changes to a listing are made – such as a change in price – all of the marketing materials that were created are automatically updated and redeployed.

The new platform is powered by Imprev, real estate’s leading provider of automated marketing technology, and includes a complete Marketing Center for BHHS Florida Network Realty agents. “It’s the future of real estate marketing,” says the firm’s Creative Services Marketing Manager, Marisa Mariano. “The team at Imprev is very collaborative and understands our desire to provide highly customized materials that suit the individual needs of our agents in addition to providing a cadre of choices for the whole team. We love the flexibility!” Agents have access to a full menu of digital and print marketing services that are fully integrated with social media, including automated virtual tours, single property websites, newsletters, flyers, postcards, YouTube videos and much more.

Budnick said that Berkshire Hathaway HomeServices Florida Network Realty spent more than a year searching for a technology partner that would allow their marketing team to fully service all of their agents. “We have an all-star Creative Services team in-house with extremely skilled

people, but when you have a team of over 320 agents it is difficult to provide services that reach all of our agents,” Budnick says. “With the addition of Imprev, we are now able to leverage our Creative Services team’s talents to focus on areas that benefit everyone.”

Mariano points out that sometimes it is the little things in their new platform that can make a profound impact on an agent’s day-to-day activities. “There’s a feature in our new Marketing Center that agents are going to go nuts over,” she explains. “It is a built-in phrase library to help agents write outstanding property descriptions. It really solves writers block and this is going to rock our agents’ world!”

### **About Berkshire Hathaway Home Services Florida Network Realty**

Under the leadership of Founder, President and CEO Linda H. Sherrer and Executive Vice President Christy Budnick, Berkshire Hathaway HomeServices Florida Network Realty is one of the most dynamic and respected real estate firms in Northeast Florida. Founded in 1988, the company has a team of more than 320 real estate professionals in eight branch offices throughout Northeast Florida. The company owns and operates a corporate relocation division, a new home and condominium sales division, Florida Network Property Management, Gibraltar Title Services, and is in a mortgage partnership with EverBank. During the past decade, the company has sold more than 35,000 homes valued at more than \$9.3 billion. Berkshire Hathaway HomeServices Florida Network Realty ranks as one of the Top 25 companies in the Berkshire Hathaway HomeServices network. For more information about Berkshire Hathaway HomeServices Florida Network Realty please visit [www.floridanetworkrealty.com](http://www.floridanetworkrealty.com) or call (904) 296-6400.

### **About Imprev**

Imprev, Inc. is a leading provider of real estate marketing technologies, specializing in Marketing Automation. 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 Automation technology, as well as custom Marketing Centers, digital apps, and private-label marketing solutions for many of the largest brands in real estate. Established in 2000, Imprev is headquartered in Bellevue, Washington. Discover more at [www.imprev.com](http://www.imprev.com).

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