

Agent-Centric Focus is Key To Realty ONE Group's Success: Firm Rolls Out New Technology to Augment Agents' Online Presence

Realty ONE Group makes its agents its No. 1 priority. The firm has launched a series of initiatives designed to bolster their agents' presence and strengthen their competitive advantage.

Irvine, Calif. ([PRWEB](#)) April 24, 2013 -- Agents are flocking to Realty ONE Group for one reason: they know the company makes its agents its No. 1 priority and quality attracts quality.

“Every decision we make is through the prism of, ‘how will this affect our agents?’” says Kuba Jewgieniew, CEO and owner of Realty ONE Group. “At Realty ONE Group, we understand that you are the brand and we want to highlight who you are, not who you're associated with. Our goal is to showcase our agents and help coach them to success. Our agents are the stars in every way.”

To that end, the firm has launched a series of initiatives designed to bolster their agents' presence and strengthen their competitive advantage. Since the majority of home buyers and sellers initially turn to the web for their research, Realty ONE Group believes it's vital to maintain a premium position. Among the enhancements it has recently announced for agents:

- RealtyOneGroup.com will feature complete agent profiles on its forthcoming newly revamped corporate website. The profiles will include information on specialties and lifestyle, and links clients to personal websites, apps and social media.
- Enhanced listings on [Trulia](#) and [Homes.com](#) will boost lead generation and increase success. Realty ONE Group will absorb all costs for its agents' premium access to these platforms, so there is no additional cost to agents.
- A new agreement with [Onboard Informatics](#) allows agents to provide superior searches for its buyers, underscoring their position as local experts.
- An alliance with [IDX Buzz](#) offers an Inman award-winning app that was fully customized for Realty ONE Group as an add-on to its popular Facebook page, by allowing users to search, view, like and share listings on a global scale.

In addition to its cutting-edge technology and marketing systems, Realty ONE Group further sets itself apart from other firms with its singular focus on its agents and their needs: from a full suite of support in the form of education and training, to its luxurious office spaces and attractive compensation plan.

And, both veteran and newer agents alike appreciate the unparalleled support that the company offers. “One of our basic tenets is that our branch managers are always available,” said Jewgieniew. “Unlike in some firms, they aren't remote or inaccessible...they are in the office and they want to answer your questions.”

He added, “We are very selective and pride ourselves on aligning with agents who are serious about their business. If it happens that we need to part ways, we are not over-binding and don't hijack our agents' listings and escrow.”



Realty ONE Group has introduced a franchise option to allow like-minded business professionals to take advantage of its proven model, and since its inception eight months ago, [eight offices have already opened](#), with more on the way.

Each of the franchises cites one of Realty ONE Group's most appealing characteristics as its ability to attract and retain motivated real estate professionals. "We are focused on just one thing: our agents," said Rick Hudson, Realty ONE Group's executive vice president of franchise development. "Everything we provide, from cutting-edge technology to a compensation model that allows agents to keep more of their hard-earned money, is designed to appeal to these top-performing professionals."

REAL Trends, Inc. just named Realty ONE Group, Inc., as No. 7 in its national rankings, and [INC. 500 recently](#) named it one of the fastest-growing companies for the fourth consecutive year.

About Realty ONE Group, Inc.

Realty ONE Group, Inc., is a full-service real estate brokerage firm with more than 4,000 associates. Its corporate offices are in Irvine, Calif., with offices throughout California and in Arizona and Nevada. It focuses on providing ethical, professional and results-oriented services to property owners and prospective real estate buyers. Since its inception in 2005, the company has grown to become the largest real estate brokerage in Nevada and the fastest-growing real estate company in Arizona and California.

For more information, visit www.RealtyOneGroup.com



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