



HomeSmart Connect CEO Discusses Real Estate Brokerage Innovative Marketing In Interview

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HomeSmart Connect, based in Arlington Heights, IL, is known for applying innovative marketing methods in the world of real estate. Their Arlington Heights offices have seen tremendous growth. Bill Flemming, president and CEO of HomeSmart Connect, discusses his innovative marketing methods in an interview with RISMedia, titled 'Seamless Organization Leads to Faster Closings'.

The interview provides Flemming's personal insight on issues such as strategies for first time buyers, time saving tools, and how to remain current and flexible.

Flemming says: "We recently had a number of properties in the same area and wanted to service all of the sellers with an open house on the same weekend, but we didn't have enough agents to service all listings. So, three of us selected a home to sit and made signs for the others that read: 'Agent on Call - Dial 847-454-1700. We will be onsite within 10 minutes to open the property for you to view.' We ended up selling two of the homes that weekend." The full story can be read by [clicking here](#).

The innovative marketing elements used by HomeSmart focus on service and technology at all times. This

can be difficult in the world of real estate, as it evolves so rapidly and so often. To achieve this, HomeSmart has developed an end-to-end platform centered around a full client and paperless transaction management system for the brokerage and the individual agent. The fully online system allows agents to do business any time of the day. Agents can track transaction status, download forms, upload documents, access automated marketing and free marketing downloads, interact in e-groups and even participate in online education and video training.

Further information about HomeSmart's innovative strategies and transaction base model can be found by clicking here. Specifically, this page provides information to top performing real estate agents and brokers who are looking for the next stage of growth in their business. There are multiple videos from HomeSmart real estate broker's who share their success using this proven model.

"HomeSmart's technology is the key reason my brokerage business runs efficiently, seamlessly and profitably," says Flemming. "I love the HomeSmart System. It really is real estate made easy."

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HomeSmart Connect

Knowledge and experience are the keys to a successful Real Estate transaction. HomeSmart Connect agents have this knowledge and experience; we strive to make every home-buying experience a positive and pleasant one.

Website: <https://homesmart.com/real-estate-office/illinois/arlington-heights/38-homesmart-connect/>

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