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PROFESSIONAL PARTNERS REALTY

Real Estate Made Easy.

Leading Real Estate Brokerage Reveals Key Influencers In Residential Real Estate

June 23, 2017

June 23, 2017 - PRESSADVANTAGE -

Marie and Mark Hischier, owners of HomeSmart Professional Partners Realty, a business in Monrovia, CA, have revealed the key influencers in residential real estate in an interview. Having extensive experience in areas such as flat-fee and traditional brokerages, the Hischier's have been around for over 16 years, during which time they have built extensive knowledge on what both consumers and businesses look for. Specifically, in a recent RISMedia Spotlight interview, they point out that the four key influencers for real estate professionals are the processes, systems, technology, and the consumer. Further information can be read in the interview titled, 'Thorough Planning: The Secret to Success,' by clicking [here](#).

In the interview, Marie Hischier explained how consumers are all over the internet looking for homes, so HomeSmart Professional Partners do their best to park clients' homes on the busiest corner of the internet. The system used automatically creates personalized home websites and YouTube videos for each listed property, blasting each listing to over 1,000 websites worldwide. Marie also elucidated on how HomeSmart guides its agents through the process, while at the same time teaching each agent about the technology that is available and how it can be used to the benefit of working with their home buyers and sellers.

When agents have increased knowledge of the industry in which they work, they become far more efficient. Increased efficiency, in turn, leads to greater service. Thanks to the franchisor systems and technology developed by HomeSmart International, as described here, agents can focus strongly on clients rather than being bogged down with paperwork and back office.

Mark Hischier himself says: "Only those who are committed to their professional education in every facet of the industry will be successful. This includes important issues such as relationship-building, marketing, contracts, and technology. We also believe in innovation, coming up with new, creative ideas."

Mark and Marie Hischier's company is a top performing HomeSmart International franchise. HomeSmart International covers 16 states, 100 offices, with over 13,000 agents nationwide. Details on the business, its franchise model, and its methods of working can be found by clicking [here](#).

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For more information about HomeSmart Professional Partners Realty, contact the company here: HomeSmart Professional Partners Realty Carrie Hartunian Smith 480.695.7913 carrie@smartmarketingconsulting.com 134 W. Olive Ave. Monrovia, CA 91016

HomeSmart Professional Partners Realty

HomeSmart Professional Partners Realty, a technology based full service Real Estate Company located in the San Gabriel Valley goal is to provide a culture with the highest levels of integrity and customer service.

Website: <https://homesmart.com/real-estate-office/california/monrovia/48-homesmart-professional-partners-realty/>

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