

# Agent Influence Meets Market Demand for Local Knowledge

LONG BEACH, Calif., Oct. 14 (SEND2PRESS NEWSWIRE) – After years of managing national interactive marketing campaigns for some of the largest real estate firms in the country, Agent Influence's seasoned management team knew that making tested high end web applications, technologies and tools available to local agents would provide them with an extraordinary advantage in their own communities. Agent Influence has introduced websites designed to provide an effective, affordable, local marketing option for agents and brokers. Their marketing, real estate and technology professionals collaborated to create website templates built on proven marketing principles.



Send2Press Newswire Melissa Rosno, Director of Sales and Marketing explains, "Our website products are not just flash and style, they help agents and brokers reach out to their local communities, enabling home buyers and sellers to access real time information about their local real estate market."

Although there are many website services available today to real estate brokers and agents, Agent Influence distinguishes itself with its feature rich offering uniquely focused on providing real time local market data, trends and community information. This approach is uniquely relevant in today's market where national pronouncements on the state of property values and sales often differ significantly from what is actually happening in a local market. All Agent Influence websites include a subscription to market data reports by county, city or zip code.

Agent Influence websites include a community blog that enables agents to reach out to their clients and develop an ongoing dialogue by posting articles about events in the community, local news or information about the agent's services. Additionally, agents are able to utilize community pages on their website to feature businesses in the local area.

Proprietary content management tools help Agents to create featured property listings, utilize craigslist templates, easily update website content, manage their community blog and post businesses in their community pages.

Agent Influence is the result of a collaboration of experienced marketing professionals, real estate professionals, certified search engine experts, designers and website programmers with nearly a century of combined

experience in their respective fields. Team members have completed projects for leading real estate and financial services clients such as Century 21, Coldwell Banker, CB Richard Ellis, and Ameriquest Mortgage.

Agent Influence will be exhibiting their product offerings at the California REALTOR(R) Expo 2008, the state's largest real estate trade show October 14 through October 16 at the Long Beach Convention Center where more than 10,000 attendees are expected.

More information: [www.agentinfluence.com](http://www.agentinfluence.com).

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News issued by: Agent Influence



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Original Story ID: (4379) :: 2008-10-1014-007

Original Keywords: Agent Influence, California REALTOR Expo 2008, Melissa Rosno, national interactive marketing campaigns for some of the largest real estate firms, website services available today to real estate brokers and agents Agent Influence