

For Immediate Release



## An Upgrade: [www.FloridaDreamLiving.com](http://www.FloridaDreamLiving.com)

As part of the 10 Year Anniversary and rebranding efforts of RE/MAX Town Centre, the company has focused its efforts and resources to “Upgrade” every aspect of our current technology. Earlier this year we replaced our phone equipment with a *Voice over IP* state of the art system and in December, the latest Apple iMac computers, took the place of the current PC’s. RE/MAX Town Centre has “gone green” and has implemented new software which will make the process of buying-selling-renting a home seamless, paperless and hassle free.

Along with this comes a new website which aligns us with some of the most technologically advanced companies. “We are Changing Status Quo and redefining technology for the real estate industry. The current website has undergone a total “makeover” and [www.FloridaDreamLiving.com](http://www.FloridaDreamLiving.com) will be *Florida’s Most Fashionable Address*”, claims Amy Wise, Vice President of Appleton Creative (our Advertising Agency). According to National Association of Realtors, 90% of all real estate transactions start on a website. Of that, 50% of those browsers use a handheld device like a smart phone or ipad and half of that number will take the time to call to get further information.

Amy and her team of “Technologist” have designed the site to be a resource center for current and past customers. “We want the site to be user friendly but also provide helpful tools and information that will cause the customer to call one of our agents or use some of our online services. Search residential and properties for sale or for rent, view our featured communities and condominiums, apply on line to lease the property of choice, or click to read about what’s going on around the globe”, claims Amy.

Locating one of our highly trained home specialist is simple. Click on their name or picture to view the agents profile page along with their featured listing, biography, contact information and a link to their current property listings on MLS. A Click to Call feature will instantly connect you to the agent via your smart phone without having to dial the number. Our *One-Stop-Site resource center* called Anything& Everything provides information and links to services like:

Whatever|Whenever - Concierge-On-Demand

Global Agent- RE/MAX Town Centre’s Collaborative Network (Office 365)

One Smart Mover – taking the hassles out of moving.

The Closing Agent – Title and Closing Services

National Insurance Solutions – Insurance quotes

TD Bank Mortgage Services-Apply ON LINE  
MHM Home Staging  
Schools-Link to School Information  
View area restaurant menus, prices and reviews  
Locate home and personal services in the neighborhood.  
Purchase movies and event tickets  
Home Valuation and Mortgage Calculator  
Videos, Pictures and Virtual Tours of the property & the neighborhood  
View Our Communities  
News and Events

In effort to be on the cutting edge of technology and always focusing on continuous improvement, we recognize that our website is an ongoing tool for the community and our agents. So we will continuously be posting new materials, training information, and videos to help educate, promote, and inform our visitors. "Our technologist are redefining the way we currently do business and positioning us for the future. Consumers today want information "Here and Now" and it is our mission to provide them with it", claims CEO & Broker Charlie Orden.

To learn more about RE/MAX Town Centre visit: [www.FloridaDreamLiving.com](http://www.FloridaDreamLiving.com)

To learn more about RE/MAX International visit: [www.remax.com](http://www.remax.com)

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