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Realtors expand their Web presence
Program adds services to Realtor community

by Marcela Creps
331-4375 | mcreps@heraldt.com
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For the competitive real estate market, Realtors and real estate agents know it is important to highlight their best skills and services.

"Different folks go at it in different ways," said Patrick Casey, chief executive officer for ConsulTech, a local technology firm.

A new partners program by ConsulTech allows Realtors to put their best Web site forward.

"The partners program enables us to provide expanded services to the Realtor community," Casey said.

ConsulTech Technologies created the ConsulTech Certified Partner Program with employees Steve Hafer and Sabra Vidali.

The homefinder.org Web site allows visitors to search all homes in the multiple listing service system for Monroe and Owen counties and find the individual Web pages of many area Realtors. The search function allows potential homebuyers to target a specific area, price range or type of home. Web image

Hafer is an expert programmer with years of experience with Realtor systems.

Vidali is a Web site designer who has done Web sites for several area Realtors.

According to Casey, the work experience of Hafer and Vidali is key to providing good service to Realtors who are looking to start or improve upon their individual Web sites.

"What we've tried to do is put additional resources in place," Case said. "We're kind of in this business already."

ConsulTech is the data and Web site host for the Bloomington online multiple listing service www.homefinder.org. The site was one of the nation's first Internet-based MLS sites, and was recognized by Realtor Association Executive Magazine as one of the top Internet-based MLS sites in the U.S.

Casey explained that information on homes available for sale starts on the MLS. But Realtors will target different customers.

For example, a homebuyer may want to work with a particular real estate agent. The agent can direct buyers to their Web site, which will give the buyer access to all homes on the MLS system and not just those listed by the agent.

Other agents target a particular location. For example, on the RE/MAX Connection Web site, buyers can easily search for homes in Eagle Pointe by clicking on a link for those listings.

When working with real estate agents, Casey said, ConsulTech's designers try to find out what values or services the agent brings to the business. That information helps the designers create Web sites to enhance those values and talents.

"It's a new way to look at it in ways that highlight the strengths and the values the individual Realtors bring to the game," Casey said. "It's the same data, but arranged in a way for their particular customers to work with."