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## HARRY NORMAN, REALTORS® ADOPTS GROUNDBREAKING INDUSTRY TECHNOLOGY

*Real Estate Company Bolsters Innovation to Deliver Ultimate Service and Client Results*

ATLANTA: Harry Norman, REALTORS®, one of the Southeast's top luxury real estate agencies, has added extra strength to its promise of providing clients first-class service and results, by providing agents two new tools. The first, *Moxi Impress powered by Imprev*, is widely recognized as the Best-in-Class Marketing Automation Service. It enables agents to deliver quality home marketing faster than ever before. The second tool, *InstaList*, helps agents match buyer and seller needs, unlocking exclusive opportunities for Harry Norman clients.

In the highly competitive Atlanta real estate market, timing is everything, and speed has become a critical factor of success. As the only agency in Georgia that offers the combination of both tools, Harry Norman agents get a competitive edge, having the ability to deliver buyers real time updates and marketing materials. Sellers want to see their home on the market quickly and marketed to as many potential buyers as possible. According to research by the National Association of REALTORS®, 70% of buyers state that it is important that an agent sends postings as soon as a property is listed, the price changes, or it goes under contract.

*Moxi Impress* delivers Harry Norman's sales clients the speed they are seeking. Within 24 hours of a home listing, the agent receives automated high-quality marketing materials ready to go out the door and to clients. The marketing materials are designed by Harry Norman's design team, so don't expect to see any corners cut in the luxury design aesthetics that extend across digital and print channels.

"We wanted to offer our agents not just a solution, but the best solution available," stated Luke Trigwell, Director of Marketing for Harry Norman, REALTORS®. "Our agents are the best in Atlanta, supported by one of the largest marketing teams. This new solution is about taking our combined strengths and amplifying them to deliver even better results for our clients."

To add personality, internally at Harry Norman, the platform has been branded MIA, (Marketing Innovation Automation) and she has her very own avatar. In fact, there's not much MIA can't do – she creates social media content, brochures, postcards, virtual tours, and even websites.

The new app *InstaList* works like a listing service, but for buyers. Harry Norman agents will be able to enter what a client is looking for in a home, and as soon as another agent has a new listing meeting those criteria, the app matches the two and notifies both agents. It's like Harry Norman's own internal matchmaker.

*InstaList* fills the gap created in market with the removal of 'coming soon' MLS listings. It is exclusive to Harry Norman, REALTORS® in Georgia, giving the 1,000 strong sales-force an edge by creating an opportunity to see a listing before it even hits the market. Sellers also benefit; within minutes of an agreement being signed, other Harry Norman agents with qualified buyers see the listing in *InstaList*, providing an inside advantage to both buyer and seller.

Jenni Bonura, President and CEO of Harry Norman, REALTORS® confirmed the need for both these types of technology has never been greater, adding "MIA enables us to launch a multi-channel marketing approach from the initial launch of a new listing within hours, not a span of multiple days. The fact that new marketing automatically iterates anytime there is a change to the listing also elevates and multiplies our opportunities for success. *InstaList* gives all our clients, both sellers and buyers, exclusive opportunities to find each other first. In every type of market these tools are an advantage, but in a low inventory market it is an exponential differentiator."

**About Harry Norman, REALTORS®:** Harry Norman, REALTORS®, the first and largest luxury residential real estate firm in Atlanta and Georgia, provides an inspired home services experience founded on trust, integrity, and expertise. With 90 years of experience, Harry Norman's time-tested commitment to excellence on behalf of its clients, associates and the communities that it serves is unwavering and unyielding. Harry Norman, REALTORS® is a HomeServices of America company, recently rated as the #1 Largest Real Estate Company in the country. For more information, visit [HarryNorman.com](http://HarryNorman.com) or connect with the firm via [Facebook](https://www.facebook.com/harrynorman) and [Instagram](https://www.instagram.com/harrynorman).

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