



Thru the Lens: LOH Vision Realty Touch launch

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On Thursday June 28th, co-creators Vernon Jones and Reale Rose of Live Open House LLC (LOH) launched the LOH Vision Realty Touch Screen. The new technology is a marriage between touch screen hardware and intuitive software; transforming ordinary storefront windows into social platforms. Potential clients are able to view videos, photos, floor plans, agent profiles and more. The broker can then track all of the client activity through the full suite of detailed analytic software.

"New York City has a heavily hyper local real estate market, which focuses on specific neighborhoods and streets," said Jones, the screen's co-creator. "LOH Vision creates personal communication channels between the regional residents and the broker, resulting in organic leads."

Rose, the COO of LOH said, "The integration of interactive maps give passerby's the opportunity to explore nearby attractions, perform comprehensive property searches, absorb real time news feeds from leading media companies, and even connect with the company via social media sites such as Facebook and Twitter."

The launch event attracted some of NYC's most influential real estate players, most notably Ryan Serhant of Nestseekers International, co-star of the wildly successful Bravo TV Show Million Dollar Listing.

"I loved the product, and I'm looking to get it into every Nest Seekers office I can," said Serhant. "The paper signage in windows doesn't cut it anymore. People want to interact. There are five year old children in strollers passing our storefront in TriBeCa with iPads".

Other forward-thinking brokerages that are showing immediate interest in the product are Bond New York, Brooklyn Bridge Realty, LoHo Realty, Rapid Realty, and MNS.

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