



RE/MAX brokerage lands interactive digital signage technology

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As the bustling borough of Brooklyn continues to experience positive growth, real estate brokers are looking for innovative ways to stand out and connect with their community. For Hugo Salazar, owner of RE/MAX at the Slope (Park Slope), branding has always been the key to his success. "One of my goals for 2013 was to implement a technology that would brand RE/MAX at the Slope as one of NYC's forward-most thinking brokerages. LOH Vision Realty Touch Screen was the answer I was looking for," said Salazar.

The interactive window technology allows pedestrians to engage with the brokerage and its agents 24 hours a day via a 40" screen that is installed behind the glass storefront. Users can view videos, photos, floor plans, agent profiles, connect on social media and much more.

The real estate broker then tracks all of the client activity through customized analytic software. Custom configurations are also available.

According to Vernon Jones, CEO of Live Open House, "interactive digital signage provides a direct platform for consumer engagement, which increases brand awareness by over 47%." The growing popularity of interactive digital signage is no secret. An Intel-conducted study indicates that shoppers are 400% more likely to view an interactive advertisement as opposed to a static sign.

With more than 90,000 agents in over 85 countries, RE/MAX has ranked as the best real estate company in the Franchise Times Top 200 Survey for four consecutive years. "Partnering with a high quality brokerage such as RE/MAX, re-enforces the idea that Interactive Window technology is transitioning from a novelty product to a necessary product", proclaimed Real Rose, Live Open House's COO.

For each real estate brokerage that joins Live Open House's touch screen network, there is a "Touch Me Tuesday" event at their perspective office, promoting the use of the Vision technology to the immediate community. Local bloggers, periodical editors, and neighborhood decision makers are all invited to the intimate gathering. RE/MAX at the Slope will be holding their "Touch Me Tuesday" event on December 10th, 2013. Go to liveopenhouse.com for more information.

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