

Real Estate Journal

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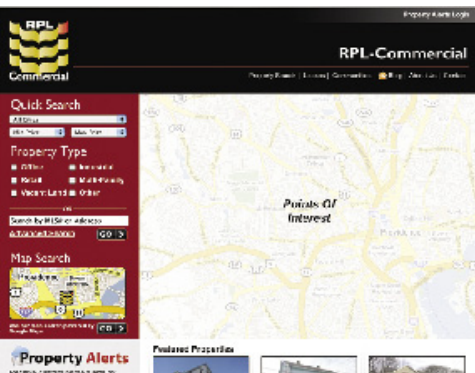
Residential Properties Ltd. launches commercial property website

Residential Properties Ltd. has launched their commercial property website, www.rpl-commercial.com. Visitors will find all the things they expect to see on a commercial real estate website including property searches, leases, and contact information. They will also find cutting edge tools including advanced search capabilities, and mapping with Google St. View for property searches and leases, as well as driving directions and points of interest.

Sally Lapides, president and CEO said, "Our new commercial property website will reinforce our breadth of real estate expertise and will elevate the client experience."

The primary focus of this newly designed website is to create a heightened user experience and to help brand RPL Commercial as a service of Residential Properties. The site is able to support a variety of media including virtual tours, interactive floorplans, and video. As a member of the Enterprise Network, RPL will be able to take advantage of new website technologies that are developed for other companies in the real estate technology network. Central to the site will be all of Rhode Island's commercial property listings, as well as listings in neighboring Connecticut and southeastern Massachusetts.

The "Property Alerts" feature of the site allows frequent visitors to become a part of Residential Properties' website the RPL Commercial community. Users will receive services designed to assist with their property search experience, with access to custom alerts by email, and abilities to save searches and favorites.



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With a "quick search" on the homepage, viewers are able to navigate directly to a targeted list that meets their criteria. They can narrow their search by specifying city/town, pricing, and property types including office, retail, vacant land, industrial, and multi-family.

"The new site will be user friendly and easy to navigate," said Tom Flanagan, director of information technology and a driving force behind the project. "Users will have access to all the tools available on the residential website including property alerts, search savers and favorites." The site is designed to reflect modern web design, with center navigation and a simple look that is in keeping with the company's overall marketing aesthetic. Also accessible through the website will be the company's blog and press room.

"This new site reflects 6 months worth of research and effort," said Nelson Taylor, of the Taylor Group at Residential Properties and RPL Commercial. "We are very excited about the opportunity to better service our clients' commercial needs with the same kind of technological savvy and marketplace knowledge that has made Residential Properties such a strong local brand." Taylor, who provides both commercial sales and leasing expertise around the Providence metroplex, added that the site "is easy to use, visually appealing and is a great addition to our arsenal of tools."

Lapides said, "We have always been on the cutting edge at Residential Properties and I am always looking to differentiate the company from all of our competitors."

The site is developed by RPL-Commercial's technology partner, Active Website in conjunction with the Enterprise Network. RPL Commercial in association with Residential Properties is a member of the Enterprise Network, an invitation-only network of private real estate firms. The network functions through the principle of regional exclusivity, which allows for open collaboration and sharing of information among its members who are not in direct competition with one another.

RPL Commercial is the commercial marketing arm of Residential Properties Ltd. Backed by the networking expertise of over 150 agents throughout Rhode Island, RPL Commercial connects entities looking to sell, buy or lease commercial property. The company has offices in Barrington, Cumberland, East Greenwich, Narragansett, and Providence and services urban, rural and coastal Rhode Island, and nearby Connecticut and Massachusetts.