



nerej

Angel Commercial LLC now using Quick Response Codes for listings

September 15, 2011 - Front Section

According to Nili Walp, marketing director of Angel Commercial LLC, the company now uses Quick Response (QR) Codes to market commercial property listings. QR codes are the latest in information technology and deliver instant information by scanning a barcode with any smartphone. Once the user has downloaded one of the many free QR apps available for smartphones, they scan the barcode and are taken directly to that property's fact sheet on the Angel Commercial website where all the property details are available. Once on the property page, the user is free to navigate through the company's entire website.

"All too often companies jump on the bandwagon to use the latest technology just to say they use it. However, these barcodes are an effective marketing tool to communicate information about the properties we represent and are an example of our ever-evolving marketing program," said Walp. Jon Angel, president of Angel Commercial, said, "We are placing these codes on property signage so clients can receive information instantly about any property on any day at any time. People interested in our properties often call the office to get property details on buildings they have seen or are standing in front of. Now they can easily access all the preliminary information through their phone. This service is a win-win. Our clients have their buildings marketed 24/7 and property information is available to interested parties 24/7."

Angel Commercial, L.L.C. is a full-service real estate brokerage firm headquartered in Fairfield County, Connecticut that specializing in the acquisition, disposition and leasing of office, industrial, multi-family and retail properties on a national level.

For more information, please visit www.angelcommercial.com

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540