



# nerej

## **RE/MAX of New England's new smart phone app is now available for iPhone**

May 10, 2012 - Front Section

RE/MAX of New England's new innovative smart phone app is now available. Differentiating itself from other real estate franchisors, RE/MAX is the first to incorporate the new Real Estate Network powered by ListHub, which is the nation's premier network for listing asset management, while still offering its consumers the ability to search for homes across the country through traditional MLS data. RE/MAX is the first to combine these two applications to create a unified app providing a more convenient and better overall house hunting experience for consumers.

"RE/MAX prides itself at being at the forefront of technology within the real estate industry," said Jay Hummer, executive vice president and regional director of RE/MAX. "We're dedicated to fulfilling consumers real estate needs and we couldn't be more thrilled to provide them with this ground-breaking technology."

Now, just a finger touch away, app users have access to all their real estate needs, including: instant access to homes for sale, customized search options, turn-by-turn directions to homes they want to see, interactive maps for navigating neighborhoods, an integrated mortgage calculator for instant number crunching, and more. "This app is not only incredibly beneficial for the consumer, but it's also another tool that our Agents can use to produce additional leads" said Christine George, director of marketing at RE/MAX. "This multi-platform application will allow leads to be sent directly to the Agent in addition to receiving leads from traditional sources like remax.com and the RE/MAX mobile browser."

The RE/MAX app can be downloaded to a smart phone application through [getmobile.remax.com](http://getmobile.remax.com) or at the iPhone app store. The app is currently available for the iPhone and Android mobile devices and a dedicated iPad app will soon be available. BlackBerry, Windows, and other mobile users can still access [remax.com](http://remax.com) via the mobile browser: [www.remax.com/mobile](http://www.remax.com/mobile).

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