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Barrett & Company Real Estate named best real estate related blog by Movoto.com's Real Estate Blog Awards

February 21, 2013 - Front Section

Barrett & Company Real Estate was named by Movoto.com's Real Estate Blog Awards, as having the best real estate related blog in Boston. Narrowing down the running to a Top Five list, Movoto examined several components to determine who would take the top spot.

The following categories were factored into consideration: variety of posts, frequency of posts, design, usability, and social media incorporated within the blog. Scaling each component from one to five, with five being the best score, Barrett & Co.'s blog came in with the highest score at 23 out of a possible 25, receiving a 4 or 5 in every category.

According to Movoto, "The blog at Barrett & Co. displays several ingredients of a great real estate resource. What we first noticed about their blog is the short and to-the-point posts. Barrett & Co. does an excellent job covering weekly market trends as well as local events such as the Concord Festival of Authors. It also offers several means of communication via social media. For example, Barrett & Co. uses Twitter as a source to promote open houses and weekly updates from their blog. Barrett and Co. does a great job at integrating their main website with their blog for easy usability."

The following scores were received in each category:

Variety of posts: 4

Frequency of posts: 4

Design: 5

Usability: 5

Social media: 5

Barrett & Co.'s blog is updated several times a week and always includes fresh new posts. Blog post topics range from highlighting property listings with video tour walkthroughs to real estate market updates; festivals and events to local businesses and hotspots for food, there's always something for the day-to-day reader. Built right into the company website, the blog is easy to navigate and leads to all of the major social media platforms that Barrett & Co. utilizes. The award-winning blog helps Barrett & Co. achieve its continuous goal of being a community resource and real estate market leader and keeps consumers up-to-date with what's happening in the cities and towns Barrett & Co. serves west of Boston.

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