



FOR IMMEDIATE RELEASE

Innovative Tech Company Introduces New Solution for Consumers

RealtyAds debuts their CRM connection tool

CHICAGO (October 4, 2021) – Today, RealtyAds launched the RealtyAds Partner Hub which will allow clients to connect their marketing directly to their sales pipeline through leveraging the biggest Customer Relationship Management (CRM) tools in the market. The RealtyAds Partner Hub creates the most advanced marketing solution ever available in commercial real estate by leveraging data to automate how, when, and where a building reaches a prospective customer.

“This is a colossal leap forward for real estate marketing,” said Trevor Marticke, founder, and president of RealtyAds. “A CRM is one of the most valuable leasing tools that property owners, brokers, and marketers can leverage. We’ve now made brokers jobs easier, and more effective, by giving them an automated way to seamlessly connect their marketing directly to their prospects.”

RealtyAds has partnered with the most forward-thinking commercial real estate managers and Leasing and Management platforms such as Salesforce, Microsoft, HubSpot, Dottid, MailChimp, and Constant Contact. Through these partnership integrations, RealtyAds can automatically pull data from these platforms, making the integration between sales and marketing seamless on the RealtyAds Platform.

The data received from these partners is used in real-time to define who a building is marketing to and how RealtyAds budget is being prioritized. For instance, if a broker enters a prospective tenant into Salesforce, that prospect and its representation will automatically be targeted with the building’s messaging until a lease is signed. These touches throughout an entire pursuit helps a building both see and win more deals.

Commercial real estate has been a slow-to-adapt industry to new technology and new techniques. Seeing a need for an advanced way of marketing buildings to an intended audience, RealtyAds has provided its unique service to a vast number of groups across the nation with 350 million square feet in its marketing portfolio, including clients such as CBRE, Tishman Speyer, and Brookfield.

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About RealtyAds:

RealtyAds is reimagining how real estate assets reach their customers. Over 350 million square feet of assets across 85 markets now leverage the RealtyAds Platform to help real estate generate exposure to a hyper-targeted audience, at a fair price and without complexity. Founded in 2019 and headquartered in Chicago, RealtyAds is building a team and product that is fixated on revolutionizing one of America's largest, yet slowest to adapt, industries.

About Alta Via:

Alta Via Consulting, LLC (Alta Via) provides public relations, marketing, and communications services in Chicago, Illinois & Minneapolis, Minnesota for businesses nationwide. Alta Via works with a large scope of industries, including an expansive real estate portfolio, healthcare providers, and diverse nonprofits.

Media Contacts

Cailin Rogers
Alta Via Consulting
(612) 806-8737
crogers@altaviaconsult.com