



Realty Executives, the Great Lakes Region Continues Impressive Office Growth

Increased rate of Realty Executives office growth due to implementation of an aggressive search engine optimization program as well as enhanced marketing and advertising initiatives.

Oak Brook, IL ([PRWeb](#)) April 2, 2008 -- Realty Executives, The Great Lakes Region is pleased to report continued growth and expansion of their brand with the opening of four new offices thus far in 2008.

Since January 1, 2007, seven new Realty Executives offices in the Great Lakes Region have opened their doors, all in the states of Illinois and Indiana, significantly boosting the brand's presence in these states. Additionally, since the beginning of the year 1,164 Executives (sales associates) have also been hired.

Several factors have contributed to The Great Lakes Region's increased rate of office growth. Implementation of an aggressive Search Engine Optimization (SEO) program as well as enhanced marketing and advertising initiatives have both been important key elements in leveraging the Realty Executives brand and increased market presence. The execution of the SEO effort has not only improved the volume and traffic to the International, Regional, Office and Executive (sales associate) websites, but the quality of traffic as well.

Another factor that has contributed to the increased rate of office growth is the boost in customer support at the International office. Several new staff members have been hired in the marketing, franchise development and communications departments, making the process of supporting and servicing the Regional Developer, Broker/Owner and Executive more efficient.

"One of our core goals is to provide quality tools to our broker/owners and sales Executives," said Bruce Vinnick, vice-president of Realty Executives Great Lakes. "Our tools enable our sales associates to sell more properties than the typical agents in the industry."

Realty Executives International, the nation's first 100-percent commission company, has been perfecting its business model for more than 42 years and is one of the fastest-growing real estate franchises in North America. The Phoenix-based, privately held company has more than 800 franchises in 14 countries including offices in the United States, Canada, South Africa, Mexico, Australia, Israel, Indonesia, Costa Rica, Panama, Nicaragua, Poland, Belize and France. Publications like Entrepreneur, Success and Inc. magazines have all ranked Realty Executives International, Inc as a leader based on franchise growth, management stability and financial soundness. For additional company information, call 1-800-270-2220, or visit www.RealtyExecutivesIllinois.com.

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