

New brokerage ahead of digital curve

By **ANDREA LEFEBVRE**
Advertising Features Writer

Halton Hills' newest real estate brokerage is using the latest technologies to make the buying and selling process as easy and efficient as possible for its agents and clients.

iPro Realty, which opened an office in Georgetown South in April, was designed in the digital age for the digital age, says co-founder Rui Alves. The brokerage also has offices in Brampton, Orangeville, Mississauga and Shelburne with another one set to open in Toronto later this summer.

"We've introduced a lot of new technologies to the industry and taken a lot from other industries and brought them to the real estate business," says Alves, who has worked in real estate for 30 years.

iPro currently has more than 230 agents, including 24 in Georgetown and growing rapidly. Since they all have access to and can work out of any of the brokerage's offices, iPro's phone system allows calls to be transferred

directly to the agent regardless of what office they're working in or, if the agent isn't in an office, the call is directed to his or her cell phone.

The brokerage also has a special concierge service for its agents, which brings together all the latest marketing tools in one convenient location. The concierge service does everything from installing lockboxes to customizing a listing presentation, which leaves the agents with more time for their customers.

"There are over 300,000 realtors in the GTA who all have access to the same data, so it's very important for us to differentiate ourselves from the competition by being able to offer consumers the best marketing out there," Alves says.

"The real estate business has changed so much over the years," adds Fedele Colucci, iPro's broker of record. "We want to follow that change and stay ahead of that change."

iPro Realty is located at 369 Mountainview Road South. For more information, call 905-873-6111 or visit www.iprorealty.com.



iPro co-founder Rui Alves (left) and broker of record Fedele Colucci celebrate the Georgetown office's grand opening.

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