

## **Signature Service GMAC Real Estate Enjoys A 117% Increase In Its Agent Population Utilizing AlignMark's iNTELAGENT**

(Toronto, Ont. - October 8, 2007) - Nelson Goulart, Broker of Record/Owner of Signature Service GMAC Real Estate is rapidly becoming a force to be reckoned with in his market place, as his agent base has grown by a spectacular 117% over the course of just one year. Goulart stated, "About one year ago, I decided we needed to overhaul our operation and bring in some systems that allowed us to better manage the overall business and get a better handle on our recruiting pipeline".

Goulart said, "By implementing iNTELAGENT, our central recruiter was able to easily track and manage both new and experienced agents and keep in touch with them via the DRIP campaign management system." "I attribute our phenomenal growth to our Premier Service offering, our unique high energy culture and the deployment of iNTELAGENT into our recruiting department" said Goulart.

"Nelson Goulart is recognized as a visionary in the GMAC organization and in the real estate industry; and we were thrilled when he became one of the early adopters of the iNTELAGENT solution back in early 2006" stated Don Kottick, VP, Products & Services. "Nelson quickly grasped the power of DRIP campaigns and how they can be tailored to different segments of the recruiting pipeline combined with variable frequencies and durations".

"Signature Service GMAC Real Estate will continue on the same growth curve in 2008, regardless of market conditions targeting both new and experienced agents" said Goulart. "My recruiting team is also looking forward to the innovative enhancements and tools that they have planned for iNTELAGENT in the coming year".

**About the Signature Service GMAC Real Estate** - Signature Service GMAC Real Estate ([www.ssgmac.ca](http://www.ssgmac.ca)) is owned and operated by Signature Service Realty, Licensed Real Estate Broker who has an extensive knowledge in residential home markets in the Mississauga, Brampton, Oakville, Toronto and Hamilton areas of Southern Ontario. Signature Service has been one of the fastest growing offices in the marketplace in the past year and being equipped with the latest technology and a family team of professionals clinches it.

**About AlignMark** - AlignMark, Inc., headquartered in Maitland, Florida, is a premier supplier of integrated human resource solutions to organizations across industries of all sizes. AlignMark offers a seamless approach to addressing the professional and personal needs of employees and the HR needs of an organization, ranging from recruitment and selection to performance management to work/life balance.

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