

Signature Service GMAC Real Estate Enjoys 117% Increase in Agent Population

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RISMEDIA, Oct. 11, 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.

"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 stated.

"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," Goulart said. "I attribute our phenomenal growth to our Premier Service offering, our unique high energy culture and the deployment of iNTELAGENT into our recruiting department."

"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".

For more information, visit [1] www.ssgmac.ca and [2] www.alignmark.com.

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