

Signature Service GMAC Real Estate Achieves 230% Growth in Agent Population

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RISMEDIA, Nov. 16, 2007-In a recent discussion with AlignMark's Don Kottick, VP, Products & Services, it was revealed that "Signature Service GMAC was now sitting at a phenomenal 230% increase in their agent population for 2007 YTD" and "they have a large number of prospects who have committed to join that are not included in the totals."

When asked how they were able to record these numbers, Goulart stated, "It is in part due our rookie workshops, which incorporate the Real Estate Simulator, of all which is orchestrated by Lucy Costa, our central recruiter using INTELAGENT to manage the pipeline," Goulart stated. "The INTELAGENT application has become mission critical to Lucy, who is now able to manage and keep in touch with a larger pool of prospects than was ever possible before."

Lucy Costa commented, "iNTELAGENT's communication manager allows me to send out highly professional and targeted HTML pieces to my hit list."

Kottick stated, "At AlignMark, we are thrilled to participate in Signature Service GMAC Real Estate spectacular recruiting numbers and it is great to see iNTELAGENT deployed to its full potential as a recruiting, selection and a development tool".

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

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