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RealtySouth's Website Recognized for Excellence

Birmingham, AL – March 3rd, 2020 – RealtySouth has been awarded the Website Quality Certification (WQC) from Leading Real Estate Companies of the World®, a global community of 565 high quality independent real estate firms in over 70 countries. The certification was presented in recognition of excellence in website design, content and functionality.

RealtySouth's website, www.realtysouth.com, received high marks in a variety of critical areas relating to website performance, including usability, design, content, interactivity, customer service and mobile responsiveness. The evaluation was conducted by Virtual Results, LLC, a real estate internet and social marketing firm selected by Leading Real Estate Companies of the World® to review the websites of participating members.

The specific measurements for the WQC are updated each year to reflect the most current online marketing strategies, as well as evolving consumer preferences. Companies must be re-certified every two years to maintain the certification.

"The 120 companies that earned the WQC this year provide consumers with valuable resources through websites that are well-designed and offer relevant local content, as well as the most current information on homes in their local markets and around the world. We are pleased to recognize these firms for delivering a superior online experience," said Leading Real Estate Companies of the World® President/CEO Paul Boomsma.

RealtySouth is honored to receive WQC recognition again in 2019. 2020 is going to be an exciting year for us and includes many website enhancements in order to provide all consumers an even better experience. As a real estate industry leader within Alabama, our number one priority is to provide a web user experience that includes easy accessibility and navigation, clear ways to search for information as well as ensure the information is readily available quickly and accurately. 2020 brings artificial intelligence to RealtySouth's website which should make searches even better and more applicable to consumer search parameters," says, Jonathan Cohen, Director, Relocation and eBusiness Services for RealtySouth.

RealtySouth is an Alabama service supplier and representative of LeadingRE (www.LeadingRE.com). With a global membership that spans six continents, LeadingRE connects more than 565 firms and 130,000 sales associates who produce over 1.1 million real estate transactions each year. As a member of LeadingRE, RealtySouth provides a quality real estate experience, global marketing reach and access to top real estate professionals in virtually any market worldwide.

About RealtySouth

RealtySouth has been operating in Alabama since 1955. The relocation team has more than 100 years of combined experience within the mobility industry. We support workforce mobility needs for organizations of all sizes and are considered a trusted partner throughout the country and internationally. Our assistance services include but are not limited to group move consulting, real estate home sale and home purchase, rental support, household goods transport, temporary housing and mortgage services. RealtySouth, headquartered in Birmingham, AL has 22 offices throughout the state. There nearly 900 real estate professionals, of which 120 are relocation certified.