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29 August 2019

RealtySouth's Kenzie McEachern addresses Relocation & Referral Forum in Denver

Location: Birmingham, AL

RealtySouth's Kenzie McEachern, (Relocation Coordinator/Department Marketing Specialist) with RealtySouth Relocation Services, was a speaker at the Leading Real Estate Companies of the World® Relocation & Referral Forum in Denver, Colo. August 12-13. The event attracted an elite group of relocation professionals who are members of Leading Real Estate Companies of the World® (LeadingRE), an invitation-only global real estate network.

McEachern presented information on The Best and Brightest Referral Promotions, sharing insights on internal/external promotion marketing using social media and agent recognition to promote and highlight success at not only a company level but individual agents and our network partners successful as well.

"Helping others think outside their normal routine to help promote their company and their agent's success was fun. The positive feedback and engagement I saw from my fellow network partners was exciting and returning to an email inbox full of excited individuals telling me how they plan to implement my ideas was very humbling." said McEachern.

McEachern joined an accomplished line-up of speakers, including keynote speaker Lance Allred, author and the first legally deaf player in NBA history, who shared an inspirational message on perseverance, grit, teamwork and leadership. Featured speaker Mike DelPrete, a global real estate technology strategist and scholar-in-residence at the University of Colorado Boulder, provided insights on the state of the industry. Other sessions focused on best practices in meeting the unique needs of relocation clients, as well as strategies for maintaining a position of leadership in an evolving market.

"Being surrounded by passionate people who truly love this industry and want to see others succeed is one of the most valuable opportunities during these forums. It is amazing that even though some of us are competitors there is still a strong sense of comradery and I love that!" said McEachern.

Since joining RealtySouth in July 2018, McEachern has obtained her Alabama Real Estate License and obtained many LeadingRE certifications (Relocation Specialist, Global Relocation Professional, Marketing



Specialist and LeadingRE Target Marketing Specialist). Using these skills along with her past experience of multi-family housing management and her personal experience of multiple state-to-state moves, McEachern has been able to bring new perspectives and strategies to the RealtySouth Relocation department. RealtySouth's Relocation department continually leads the local marketplace in sold dollar volume and number of customers serviced while exceeding client's expectations as shown through frequent third party surveys.

"Our network excels in the relocation arena, with an average of 120 client introductions made daily among our members worldwide," said LeadingRE President/CEO Paul Boomsma. "The Forum gave us the opportunity to bring together the relocation professionals who are so passionate about serving the unique needs of these relocating clients to learn from one another and strengthen their skills even more."

RealtySouth is an Alabama representative of LeadingRE. 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.

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About RealtySouth

RealtySouth is honored to be a HomeServices of America® Berkshire Hathaway affiliate for more than 15 years. In 2018, the company's sales associates, including those of RealtySouth, closed 346,629 residential transactions reflecting a 5.6% increase over 2017. The REAL TRENDS ranking is based on 2018 closed transaction sides for the country's top-500 brokerages.

HomeServices is the largest full-service real estate brokerage company in the United States and brings with it a national network of more than 40 market leading companies in 30 states and nearly 43,000 real estate professionals. Our network and referral reach are massive, and no doubt plays a huge role in our continued success to service our buyers and sellers.

Since 1955, RealtySouth agents have worked with generations of families to buy and sell their homes, which has made a huge impact in helping to build communities across Alabama. RealtySouth is Alabama's largest full-service independent real estate company by coverage area, in the number of agents and staff, and transaction volume. We are a full-service brokerage firm reaching statewide with 22 stand-alone offices supporting an ever-growing agent population of nearly 900 licensed experts.