

# Mobile app delivers on-the-go access for on-the-run agent



*RPR Mobile makes that whole process smooth with its slick performance and incredible options. And it's so easy to use, even for those who feel challenged by technology. "*

– BILL LUBLIN

## SNAPSHOT



- CEO of CENTURY 21 Advantage Gold
- CEO of the Social Media Marketing Institute
- International speaker on Social Media in Real Estate
- Nationally recognized industry leader in real estate education
- Active Real Estate investor
- Active blogger - writing for Agentgenius, MovePhilly, and REReflections

## OVERVIEW

A self professed tech geek, Bill Lublin has always embraced the latest tools and technology for his business. A REALTOR® since 1971, Bill has watched the evolution of the industry and not only embraced the changes, but made it his passion and pursuit to help other agents learn the latest tools to help their businesses succeed.

## THE CHALLENGE

No longer are REALTORS® keepers of the ancient knowledge archive, otherwise known as the MLS book. The advent of consumer facing, real estate data websites changed all of that, and ultimately transformed the traditional role of a real estate agent. As a result, expectations of how and when agents respond to the needs of buyers and sellers is at an all-time high. Delivering information is just not enough anymore, and no one probably knows that better than Bill Lublin, a Central Pennsylvania REALTOR® whose long list of worthy credits spans more than four decades in the real estate industry.

## ABOUT RPR



NAR Member Benefit for REALTORS® only

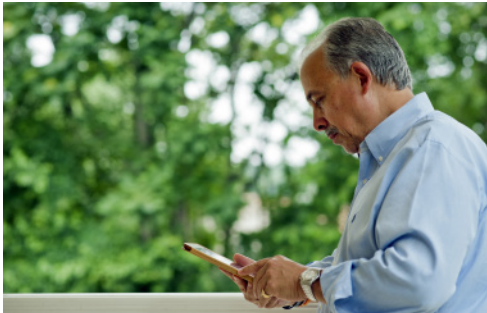
- Access to thousands of datasets on over 166 million properties nationwide
- Tax, mortgage, school, neighborhood information and more
- Exclusive Realtors Valuation Model®
- Library of dynamic, customizable reports

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## THE OUTCOME

A longtime RPR Mobile™ user, Bill recognizes that technology coupled with market expertise is key to meeting the demands of today's well-informed consumer. By tapping into RPR Mobile™ on his iPhone, Android phone and iPad (yes, he has all three), Bill creates an environment where he and his clients embark on a journey of mutual discovery ... at anytime and from anywhere.

“RPR Mobile allows us to be collaborative at the scene,” shares Bill. “No matter where I or my agents might be, we can dive into the data, present it in a graphically appealing way, get the client’s immediate feedback, and continue our search in real time. That visual representation of the market is a really powerful tool.”

By verbally conveying his expertise and backing it up with RPR’s robust graphics, reports and data, Bill is able to take every advantage when helping to generate what he calls “wisdom of thought” for his clients.

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