

MULTICHANNEL

Partners Trust launches all-in-one real estate platform

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Partners Trust home listing

By FORREST CARDAMENIS

Real estate brokerage firm Partners Trust is partnering with The Enterprise Network to provide an integrated experience that spans mobile and digital.

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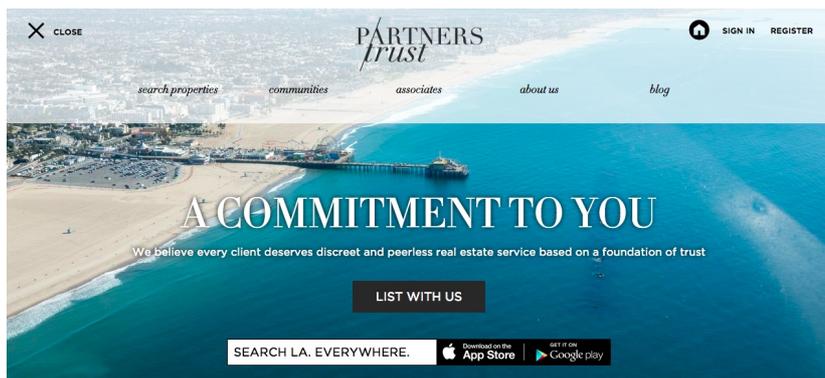
The new platform, developed by Web design company Booj, is geared toward seller leads and aims to spur forth “a new breed of broker” by using the latest in technology and staying ahead of the trends. With consumers everywhere tied to their mobile phones and doing more shopping and browsing online, it is integral for real estate brokerages to adjust.

"Ninety percent of people start their real estate search online and over 50 percent use their mobile devices to search for a home," said Nick Segal, founder of **Partners Trust**, Beverly Hills, CA. "We are in an immediate gratification society. People want to be able to see a sign and get information and pictures instantly."

All-in-one

The deal between Partners Trust and The Enterprise Network, a union of real estate brokers to share that allows them to share information through simple lines of

communication without sacrificing independence, is for four years and worth between \$1 and \$10 million dollars. The Enterprise Network is a partner of Booj.

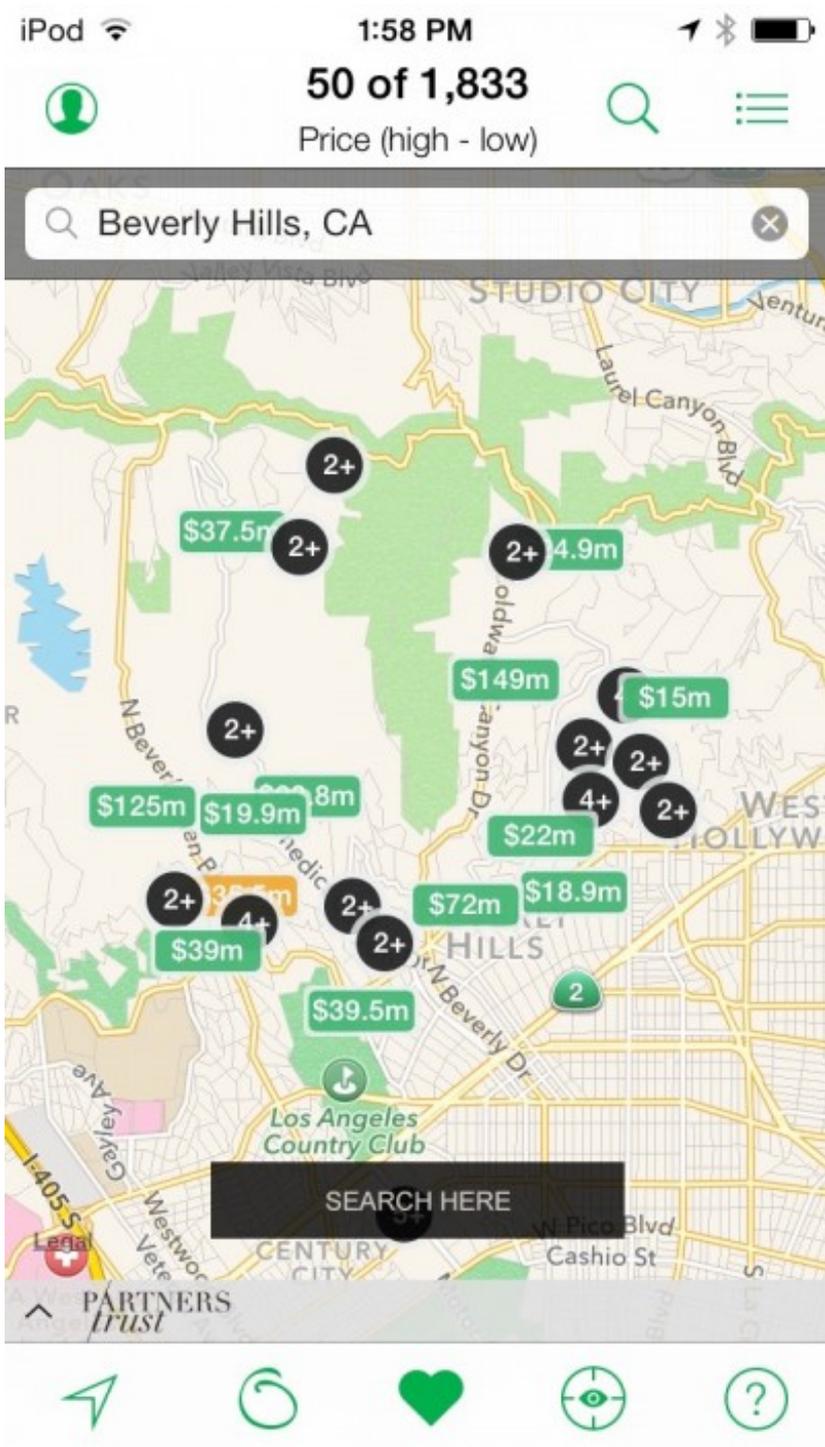


Partner's Trust landing page

The Web site's landing is designed to appeal to both sellers and buyers, with a search function and filters as well as a "list with us" button immediately visible. Also clearly visible on the Web site are links to download the mobile application from both the Apple App Store and Google Play. Further down, buyers can look through a list of properties on sale or sign up for email notifications.

Searches can be saved and generated on the mobile and desktop versions of the Web site, as well as on the app. Each platform was designed with the other in mind, so users can rely on one platform for all their needs regardless of their location.

In addition to searches, the app also serves as a map for finding properties and can display company details, save realtors and properties and uses color coding to differentiate active, pending, viewed and favorite properties. Agents and clients may also communicate directly on the app.



Screenshot of Partner's Trust app

With people increasingly looking for property on the go, real estate companies and brokers must be able to adapt to consumer needs and changing habits.

"One of the real estate search behaviors that our developer, Booj, has observed is that people will search by day on their computers but then continue the process by night on their phones and tablets," Mr. Segal said. "With this system, the search moves with them."

Gaining ground

Partners Trust has recently made other moves to make itself more visible in the real estate brokerage world.

This past March, the brand opened a new office in Manhattan Beach, CA, to function as the headquarters for South Bay and Beach Cities.

The beach locations in Los Angeles County see high traffic among those looking for second homes. Partners Trust's new location will expand the company into this affluent area and increase its presence in Southern California ([see story](#)).

Other real estate brokerage firms have taken different approaches in staying on-hand for consumers.

Real estate brokerage service Re/Max is targeting time-strapped consumers looking for new homes by rolling out a new application for the Apple Watch that enables users to scroll through for-sale listings and agent contacts with the swipe of a finger.

The real estate brand is offering a streamlined solution for consumers on the lookout for new homes or agents to work with, and hopes that users will respond well to the convenient format. More services in the sector are heading toward mobile and wearables in efforts to become more reachable to on-the-go consumers ([see story](#)).

"We designed this to be easy to use for our consumers both for searching out a property and finding a trusted associate to guide you through the process," Mr. Segal said. "You get a more personal perspective of who the company is and who each individual associate is on a personal and professional level. While we have integrated the latest technology we continue our commitment to being a high-touch luxury real estate brokerage offering a peerless level of services for those whom we are honored to serve."

Final Take

Forrest Cardamenis, editorial assistant on Luxury Daily, New York

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