



For Immediate Release...

April 19, 2023

HARRY NORMAN REALTORS® DEBUTS NEW STATE-OF-THE-ART WEBSITE

Real Estate Brokerage Brings Its Reputation for Luxury Into the Digital Space



ATLANTA: Atlanta's first luxury residential real estate brokerage, Harry Norman, REALTORS®, debuted a newly transformed website this past month. The brokerage partnered with Reliance Network to create and customize a site that is both aesthetically stunning and highly intuitive, bringing the Harry Norman, REALTORS® long-standing reputation for luxury and first-class client experience into the digital space. Within the first moments of visiting HarryNorman.com, users are immersed in the professionalism, real estate knowledge, and marketing expertise that is synonymous with Harry Norman, REALTORS®.

"With any technology or innovation that we introduce, we have the client and agent experience at the forefront of our decisions. Adding the #1 CRM in the industry and an award-winning web provider to our robust technologies enables us to elevate the support for clients and positions us for continued growth," says Jenni Bonura, President and CEO of Harry Norman, REALTORS®.

The new website was launched in tandem with kvCore, the #1 rated real estate customer relationship management platform, to further deliver a curated and personalized client experience. Employing the latest technology in AI and automation, kvCore integrates and aggregates all stages of the client's real estate lifecycle, empowering agents to provide the most relevant and timely information as it pertains to each client's specific goals. In other words, agents will be able to carry out advanced client nurturing and lead generation automations based on the client's activity, interests, behavior, and position in the real estate lifestyle. The new website and CRM technology will allow for an overall superior experience for both agents and clients.

The website transformation is the most recent of many innovations under the leadership of Bonura. Within the past year, the brokerage released AVA, an AI powered client service chat bot and a variety of agent tools such as HN Social, a virtual social media assistant app; HN Design Studio, a comprehensive marketing and design automation platform; and KeyPleaz, an agent-to-agent task outsourcing tool.

In addition to the sleek visuals, the site features advanced tools to guide users through pathways such as buying a home, selling a home, local market insights, connecting with a local sales associate, global luxury reach, and client services with ease. The Home Valuation Report and Neighborhood Insights are robust and accessible reports filled with invaluable information. With Harry Norman's Home Valuation Report, users gain instant access to not only their property's market value, but current buyer trends in their area such as recent activity by price range and bedroom count. The Neighborhood Insights Report is one of the most comprehensive found in the Atlanta market, providing current market snapshots, area demographics, area schools, and a summary of neighborhood for sale, sold, pending, and active listings.

"One thing we will never do, is remain still. Our world evolves so rapidly, and we consistently challenge ourselves to not only deliver what is needed now, but to also never stop thinking about the future needs of clients," concluded Bonura.

For interviews or a personalized walk-through of the new website, please contact Tara Murphy at 404-577-8686 or tara@360media.net.

About Harry Norman, REALTORS®: Harry Norman, REALTORS®, the premier luxury real estate firm in Atlanta, was established in 1930 out of a desire to provide an unparalleled customer experience. As the first residential real estate firm in Atlanta, Harry Norman, REALTORS® earned the reputation of being the best and setting the standard for others who follow. Real estate has evolved, as has Harry Norman, but one thing remains constant more than 90 years on – when you work with Harry Norman, REALTORS®, you can be confident you are working with the best real estate agent Atlanta has to offer. With a network of 15 sales offices and over 1,000 real estate professionals, Harry Norman operates across Atlanta and the greater Georgia area with international reach through longstanding affiliations with Luxury Portfolio International, Who's Who in Luxury Real Estate and its London office, Mayfair International Realty. For more information, visit HarryNorman.com or connect with the firm via [Facebook](#) and [Instagram](#).

Media Contact: Tara Murphy | 360 Media, Inc. | 404-577-8686 or tara@360media.net

###