

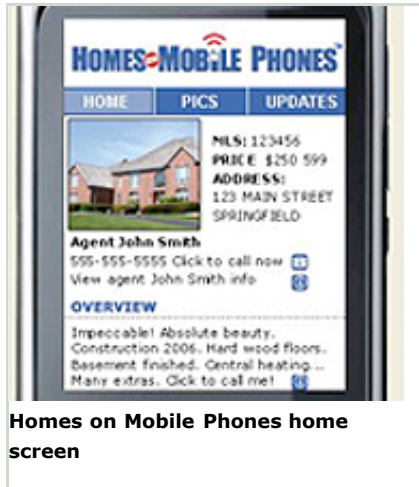
# Mobile Marketer

THE NEWS LEADER IN MOBILE MARKETING, MEDIA AND COMMERCE

## Real estate app adopted by leading broker in Canada

By [Jordan Crook](#)

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**Homes on Mobile Phones home screen**

Lloyd Cooper, leading broker for Cushman and Wakefield LePage, partnered with Airborne Mobile to bring mobile marketing to the business of selling and renting commercial properties.

Homes on Mobile Phones is a mobile application that is already used by residential realtors and is now moving into the commercial space, as its functionality fully applies to commercial properties. The application continually updates listing information, offers users instant virtual walk-throughs via photo galleries and sends out text message alerts for each property.

"The strategy is two-fold, and it's simple," said Andy Nulman, president and chief marketing officer at Airborne Mobile, Montreal, Quebec, Canada.

"We want to give agents a new way to sell homes to a younger, more tech-savvy client base and give potential homebuyers a chance to get a detailed look at, and inside, a home when they are most interested and curious—at curbside, he said.

"This is why we say that with Homes on Mobile Phones, every house is an open house."

The application will be used to increase sales for Cooper's commercial agents.

Lloyd Cooper has been ranked in the top 25 national sales achievers in his industry since 1991, last year coming in second in Canada.

Mr. Cooper claims that he and his team are constantly looking for new sales and marketing tools to increase reach and visibility.

The technology provided from Homes on Mobile Phones allows Mr. Cooper and his team to market to a new generation of clients who are more enveloped in a technologically advanced environment.

The application also helps ease the anxieties of building owners who expect [Cushman and Wakefield LePage](#) to implement innovative marketing techniques.

"The initial challenge is to introduce this very new product into an industry that has operated essentially the same way for decades," Mr. Nulman said. "It will take time, but watch what happens when the levee breaks.

"What is helping us is that within the first month of use, we received three unsolicited endorsements from agents telling us how the product helped move homes in record time, literally two-to-four days," he said.

The Cushman and Wakefield LePage deal is the most recent of a few partnerships with Homes on Mobile Phones, such as agreements with residential realty companies [Sutton Canada](#) and Christie's Great Estates affiliate [Profusion Realty Inc.](#)

Homes on Mobile Phones is the most recent mobile venture from [Airborne Mobile](#), which provides realtors with the tools they need to manage listings, connect with new clients and open up properties to potential home buyers.

"Since phones and computers are morphing into a ubiquitous and omnipresent hand-held device, consumers will be more demanding of information on an immediate basis," Mr. Nulman said.

"Homes on Mobile Phones addresses this for the residential and commercial real estate sector, but pretty soon, your mobile device will be the remote control for your everyday life, particularly outside the home," he said.

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