

FirstOCHomes Partners with BizRolodex to Offer On-Line Outlet Stores and Discount Shopping on Real Estate Web Site

As resale housing prices continue to soar in Southern California, one realtor has taken matters into her own hands and is using the power of the internet to help people achieve the American Dream. With average Home Resale Price at \$750,000 and median household income in Orange County of \$65,409, Real Estate Agents find a way to give back to the community and integrated on-line savings for a wide variety of products. The solution is to stretch the family budget and save enough to buy or lease a new home.

Orange County, California (PRWEB) February 2, 2006 -- FirstOCHomes announces a partnership with BizRolodex to bring deep discounts for outlet shopping and on-line auction houses as a means to deliver value and savings to the local community. The wide variety of savings is intended to help budget-conscious families save for a new home.

“FirstOCHomes is about the community,” said Tiffany Mehrmann, FirstOCHomes, President and REALTOR®/First Team Real Estate, Real Estate Consultant. “Realtors have a responsibility to listen to the community and invest in features that deliver value.” In this case, value is defined by substantial savings for on-line shopping made available through a partnership with BizRolodex.

Through the integrated solution with BizRolodex, FirstOCHomes now offers a wide variety of discounts with continually updated offers. At the time of this breaking news, the site provides up to 70% savings on Valentine’s Day Gifts from Smart Bargains, Mobile Phone and Rate Plans starting at \$0.01 from Overstock Auctions, up to 85% off Magazines and 20% off select items from the Bombay Outlet Store. Other great deals are available direct from Iomega, Toshiba, Brite Smile, Hallmark and the Sharper Image. Get a discount on Tax Cut Software from H&R Block, or save over 50% on body sculpting through the Winsor Pilates System.

FirstOCHomes also provides integrated solutions with the First Team Real Estate, state-of-the art tools for homebuyers and sellers. Conduct a property search, view neighborhood demographics, compare home prices, or take a virtual tour without leaving the convenience and privacy of the home. Visitors to the site can also sign-up for automatic email update alerts regarding homes that meet user specified criteria for price, location and features.

At the First Team annual companywide symposium, Cameron Merage, First Team founder and president, said, “We want to be ahead of the competition by making the rules of the game and getting the customers to come to us. Integrating technology into your business and using it effectively will help improve your relationship with the Internet customer, but it won’t replace you; it will just make you more effective and efficient.” The internet has become an interactive home buying and selling experience.

“Even though we talk about technology, in reality it’s just a means of enhancing communication, customer care and customer interactions,” said Bob Watson, NAR ePro expert and San Clemente office manager, at the introduction of the EAgent program. “EAgent is another industry first from a company known for innovation.”

Going beyond the easy and convenient tools, email alerts and virtual tours is a requirement in Southern California Real Estate where less than 12% of the population can afford to purchase a home in the current market. For example, of the 46,192 population of Aliso Viejo, 64.9% own their own home and 35.1% rent.



The average resale price of a Single Family in Aliso Viejo is \$750,000; making the American Dream of owning a home very challenging for a median Orange County household income of \$65,409.

“Realtors need to be in touch with the needs of clients. Buying a new home in Southern California means looking for savings to maximize the family budget. The on-line shopping discounts are one way to help clients save money and get one step closer to the American Dream of owning a home,” said Tiffany Mehrmann.

Statistics reveal that eight out of ten Americans feel that companies have a responsibility to make life better for their communities. In keeping with this cherished philosophy, First Team’s First in our Hearts Foundation offers opportunities for agents to help people in need by giving back to our community. For more information, visit www.FirstOCHomes.com

Discount Shopping, Orange County Places of Interest, a Real Time Traffic Alert and Advisory Map are just a few examples of the useful and innovative, integrated solutions being integrated at www.FirstOCHomes.com, a web site that is in tune with the community.

About FirstOCHomes

<http://www.FirstOCHomes.com>

A unique blend of Real Estate tools and Community services from Tiffany Mehrmann, First Team Real Estate Consultant.

About BizRolodex

<http://www.BizRolodex.com>

A wide variety of Discount Shopping, On-Line Outlet Stores and Specials available direct from manufacturers, auctions houses or close-out deals.

FirstOCHomes and BizRolodex partnership coordinated by Executive Blueprints Inc, "Architects for Business, Blueprints for Success".

<http://www.ExecutiveBlueprints.com>

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