



# COLORADO

## New Homes

### **ColoradoNewHomes.com Prepares to Make a Larger Impact on the State’s Real Estate Sector via a New Technology Platform**

*The technology upgrade is expected to become another important disrupter in the highly competitive domain of online real estate listings.*

**Denver, Colorado** (November 6, 2017) – One of Colorado’s leading online real estate networks is getting a high-tech boost, thanks to a new licensing agreement.

On November 1 Social Life Network, Inc. ([OTC PINK: WDLF](#)), a cloud-based social media and social network technology company headquartered in Denver, completed its technology framework upgrade to ColoradoNewHomes.com. That website, owned by the Real Estate Social Network, Inc., is designed for Colorado home builders to market their communities and listings to local realtors and online home shoppers.

Britt Glassburn, the Real Estate Social Network’s CEO, says the new social media framework has been successfully added to their [ColoradoNewHomes](#) website, and is ready for use by their home builder clients.

“This is our latest and most significant upgrade to ColoradoNewHomes.com in years,” she said. “This now allows home builders to push their listings through ColoradoNewHomes.com to virtually any social networking platform they have accounts on – or to their own website, their blogs or mobile applications – for free.”

The new tech platform also includes a premium subscription service called ProListings™ (<https://www.coloradonewhomes.com/prolistings/>) that costs a home builder just \$99 per month.

ProListings further distributes home builder listings and community information to more than 80 other local business directories and mobile mapping apps in real time; allowing instantaneous updating across the web of essential information like available home models, company branding and the communities where the home builder selling their models.

Glassburn notes there are more than 220 Colorado home builders currently listed on ColoradoNewHomes.com, and that 46,000 unique online shoppers visited the site in October.

“We have over 1,500 realtors and online home shoppers using Colorado New Homes every day to find their new home,” she said. “We also had 283,000 new home models viewed last month; with the average viewer spending six minutes on the site. That is great news for home builder advertisers looking for better online exposure when it comes to their brands, their models or the communities they build in.”

Both [ColoradoNewHomes.com](http://ColoradoNewHomes.com) and its sister site, [ColoradoHomes.PRO](http://ColoradoHomes.PRO), have also launched a banner and video advertising network – to provide home builders, developers and real estate professionals a new opportunity to advertise their brands and services in Colorado.

### **About The Real Estate Social Network**

The [Real Estate Social Network, Inc.](http://RealEstateSocialNetwork.Inc) is an American for-profit corporation and digital social media network that provides residential real estate professionals with access to a business social network platform -- that better connects these professionals to each other and to their customers by integrating many of the commonly-used online digital business tools that support industry professionals in the U.S. and around the world. Locally-oriented websites like ColoradoNewHomes.com and ColoradoHomes.Pro provide their network real estate professionals a better way to target and connect with local home shoppers through the use of the network and digital marketing services.

### **Disclaimer**

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