

FOR IMMEDIATE RELEASE

July 13, 2017

Contact: April Gonzalez, Communications Manager

Agonzalez@latterblum.com or 504-569-9450

Latter & Blum Launches Video Email & Text Platform

(New Orleans) – Latter & Blum Inc. announced today that it has launched an enterprise-level video email and text platform to its base of 1,400 Agents in Louisiana and Mississippi. The new digital tool allows their Agents to create and send video messages embedded in the body of their email or through a text message. In turn, clients have the ability to view and respond by video or text on any smart device without the need for a special app or software.

Latter & Blum is the first real estate company in the Gulf South to provide this market-leading communication tool for their sales force. The firm believes the new service will allow their agents to communicate more effectively with clients, while providing a unique communication method that enhances relationships. The platform will place Latter & Blum’s agents among a small tier of Realtors who currently use video email/text to communicate with clients.

“We believe it is important for our Agents to develop a personal connection with clients,” stated Richard Haase, President of Latter & Blum Inc. “Our ability to connect with consumers digitally is a vital part of our business. This technology helps our Agents communicate more effectively and creates a more gratifying buying and selling experience for our clients,” he added.

About Latter & Blum Inc.

Established in 1916, Latter & Blum Inc. is the largest, independently owned Real Estate brokerage in Louisiana and the Gulf South with 1,400 Agents in more than 32 offices in the markets of Greater New Orleans, Greater Baton Rouge, Lafayette, Alexandria, DeRidder, Houma, Thibodaux, South Lafourche Parish, Lake Charles, Southern Mississippi and Houston, Texas. Latter & Blum Inc. operates LATTER & BLUM Inc./REALTORS, C.J. Brown REALTORS Inc., Van Eaton & Romero REALTORS, and Noles-Frye Realty (all owned by Latter & Blum Inc.). Latter & Blum Classic Homes & Properties, Latter & Blum Shaw Properties, and Latter & Blum Hometown operate under franchise agreements. All are networked nationally and globally as ERA Powered Companies. Additionally, LATTER & BLUM Inc. operates NAI Latter & Blum Commercial Real Estate, Latter & Blum Property Management, Latter & Blum Insurance Services, Platinum Title, and Essential Mortgage Company.

####