



## **Corefact Named Marketing Category Winner at futuRE Pitch Battle** *Company wins with new Automated Property Promotion tool*

**HAYWARD, CA – January 6, 2020-** [Corefact](#), the leading company in advanced printing and online marketing solutions for the real estate and mortgage industries, was named the marketing category winner at [futuRE](#), an invitation-only real estate technology pitch battle. Powered by Keller Williams, the world’s largest real estate technology franchise by agent count, futuRE was focused on “where the next generation of real estate begins.” The futuRE event took place at the Aria hotel in Las Vegas on Dec. 9 and 10, 2019.

Corefact was among a list of 29 tech companies that competed for votes from agents to access their businesses operating within the Keller Williams ecosystem and the Keller Cloud, a proprietary, AI-fueled real estate cloud for Keller Williams agents.

“Named the marketing category winner, we’re excited to announce Corefact will receive prioritized integration into the Keller Cloud, as a direct result of live agent votes at the event,” said Jeff Tamaru, head of corporate development, Keller Williams. “With futuRE, our aim was to empower our agents with best-in-class solutions to choose how they want to run their business within our platform.”

“We’re constantly looking for innovative ways to create engagement between real estate agents and their prospects,” said Christopher Burnley, founder and CEO of Corefact. “The new Automated Property Promotion tool, which netted us a winner in the Property Marketing category, helps agents get their newly listed property marketing materials faster and more efficiently, saving valuable time and stress.”

Corefact takes the information about an agent’s new listing (triggered by their MLS activity) and automatically creates listing marketing material. An email is sent to the agent featuring their newly listed property in a variety of different marketing pieces including post cards, a property flyer, sign riders and more. From the email it’s one click to each item to further customize and order.

Corefact, a part of a group of 29 tech companies, was selected from an original list of more than 80 companies competing for access into the Keller Cloud during a weeklong voting process that happened in November 2019.

KW collaborates with leading technology companies, such as Corefact, to enhance the operations of real estate businesses via the Keller Cloud.

In 2019, KW released KW MarketPlace, an app store for KW agents to browse top software integrations made by non-KW developers, in beta. KW MarketPlace is currently available to agents through Command, KW's smart CRM-plus solution.

Using a Keller Cloud application programming interface, or API, available for outside technology developers, Keller Williams enables the integration of additional top technology tools within an agent's Keller Cloud solutions.

#### **About Corefact**

Corefact, based in Hayward, CA, is a privately-held company providing real estate brokerages, agents, and mortgage professionals with a complete online and offline marketing solution utilizing personalized content and lead generation. The Corefact marketing solutions help build relationships and promote services using a one-to-one approach, matching multiple unique data points to create a personalized experience for the consumer. Unique tracking codes and strong calls to action generate above-average responses and conversion rates by combining direct mail and web technology. Recognized in Inc. 5000: 2014, 2015, 2017, 2018 and the San Francisco Business Times Fast 100: 2013, 2014, 2015, 2017, 2018 and East Bay Fast 50: 2017.