



## Berkshire Hathaway HomeServices Names Web.com as a Preferred Supplier to Strengthen Real Estate Agents' Local Listing Visibility

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- *TORCHx by Web.com marketing platform will generate real estate leads for Berkshire Hathaway HomeServices' nearly 44,000 agents*
- *Nearly half of all buyers search the web first for housing information; TORCHx maximizes agents' ability to be found among local listings*

JACKSONVILLE, Fla., Nov. 08, 2017 (GLOBE NEWSWIRE) -- [Web.com Group, Inc.](#) (Nasdaq:WEB), a leading global provider of a full range of internet services and online marketing solutions for small businesses, today announced its selection by Berkshire Hathaway HomeServices as a preferred supplier of marketing and advertising services for its network of nearly 44,000 agents. Web.com's [TORCHx](#) marketing platform is designed specifically to help real estate professionals generate new business online.

According to the National Association of Realtors, an average of [44 percent](#) of home buyers say the first step in their process is to search online. TORCHx generates higher-quality real estate buyer leads for brokers and agents to increase traffic to showings and boost their online reputation. [TORCHx by Web.com](#)

"It's clear that online search plays a key role in the real estate industry and Web.com recognizes the importance of delivering both leads and results," said Gino Blefari, president and CEO of Berkshire Hathaway HomeServices. "We are pleased to make available the TORCHx platform to our network of real estate professionals."

"With more than 20 years of industry experience, we know how to connect home buyers with real estate professionals best suited for their needs," said Jesse Friedman, business development at Web.com and TORCHx co-founder. "We're excited to work with Berkshire Hathaway HomeServices to help its brokers and agents grow their businesses."

TORCHx helps real estate professionals to:

- **Get found:** TORCHx builds customized websites that encourage would-be home buyers and sellers to connect with agents and engage online. The websites include content that is automatically generated for every neighborhood, city and county in a real estate professional's geographic targets.
- **Gain higher-quality real estate leads:** TORCHx is a Google Premier Partner, meaning it is certified in providing expert search marketing support. The team works directly with Google, Yahoo and Bing to help bring high quality traffic to an agent's site.
- **Build and maintain client relationships:** TORCHx includes powerful real estate lead generation tools to help users manage their relationships with new and existing customers. The platform can send automatic emails and texts to clients based on their online search behavior, and it tracks those interactions, so real estate professionals always have complete records of their relationships.
- **Work from anywhere:** The platform's powerful tools and features can be used on any device, giving agents and brokers constant access to vital information – in the office, on the road, at an open house or anywhere they may need it.

### ABOUT BERKSHIRE HATHAWAY HOMESERVICES

Berkshire Hathaway HomeServices, based in Irvine, Calif., is a real estate brokerage network built for a new era in residential real estate. The network, among the few organizations entrusted to use the world-renowned Berkshire Hathaway name, brings to the real estate market a definitive mark of trust, integrity, stability and longevity. Visit its multi-lingual website at [www.berkshirehathawayhs.com](http://www.berkshirehathawayhs.com).

### ABOUT TORCHx

TORCHx is a best-in-class solution that combines the most important real estate tools essential to the day-to-day activities of real estate agents, teams and brokerages with a focus on lead nurturing and brand identity. The system includes a beautiful front-end website that features Multiple Listing Service (MLS) data integration, responsive design, market statistics and more. Real estate professionals can also utilize the integrated customer relationship management, complete with lead tracking, email marketing, drip campaigns, automated search updates and other utilities. The team at TORCHx also handles the real estate professional's online marketing, including search engine marketing and lead generation. The TORCHx platform is being used by some of the highest producing real estate professionals in the United States. For more information about TORCHx, visit [www.torchx.com](http://www.torchx.com) or call 877-293-3543.

### ABOUT WEB.COM

[Web.com Group, Inc.](#) (Nasdaq:WEB) provides a full range of Internet services to small businesses to help them compete and succeed online. Web.com meets the needs of small businesses anywhere along their lifecycle with affordable, subscription-based solutions including domains, hosting, website design and management, search engine optimization, online marketing campaigns, local sales leads, social media, mobile products and ecommerce solutions. For more information, please visit [www.web.com](http://www.web.com). You can also follow us on Twitter [@webdotcom](#) or on Facebook at [facebook.com/web.com](https://facebook.com/web.com).

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