

REAL ESTATE

# EXECUTIVE

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A BUSINESS AND LIFESTYLE MAGAZINE



Park Avenue Lifestyle  
Meets Woodward Avenue  
at **Birmingham Place**

**Cellstory for Realty**  
A Mobile Solution

**Want More Success?**  
**Get Accountable!**

**A Living Legend, Birmingham's  
Mike Cotter of Snyder Kinney  
Bennett & Keating**

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### MARKETING YOURSELF: FIFTY FABULOUS IDEAS!

We collect marketing and promotion tips from top agents across the country and pick out the best-of-the-best for our readers. Plus, some tips for NAR show attendees on how to make the most of your trade show experience.

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### PARK AVENUE LIFESTYLE MEETS WOODWARD AVENUE AT BIRMINGHAM PLACE

PRS Development, in partnership with Sachse Construction and Development, is remaking Birmingham Place into what will be the Woodward corridor's most sought after address for those who prefer the urbane high-rise lifestyle living.

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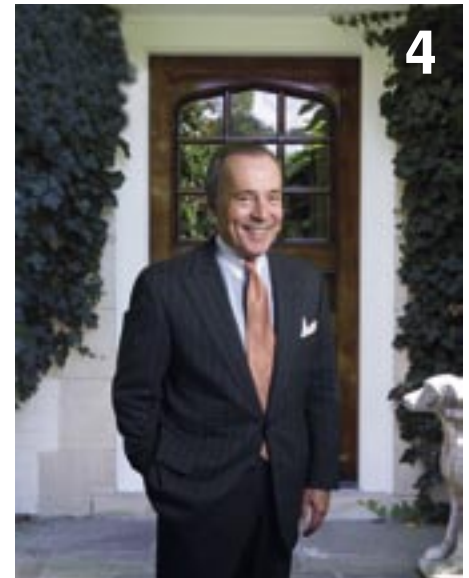


PHOTO BY BRENDAN ROSS PHOTOGRAPHY

## ON THE COVER

A Living Legend, Birmingham's Mike Cotter of Snyder Kinney Bennett & Keating.



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# CellStory for Realty

## A Mobile Solution

By F. Jean Carter

### CELLSTORY'S COMMITMENT TO REAL ESTATE PROVIDES MOBILE CRM SOLUTIONS TO AGENTS IN THE FIELD

CellStory for Realty makes it easy to capture digital pictures, video and audio to combine this multimedia content with custom marketing language. Within minutes, real estate agents can build a professional listing while still on the property, and



The property information you want to gather with your mobile device is specified in a script. The text that you typed into a wizard-like interface to create the script back at the office is displayed on your phone after logging into CellStory at the property site. The correct tool (camera capture, video capture, etc.), is automatically initiated on the device.



You can set up as many different scripts as you like — for different types of communications. When you log in on the mobile device, you simply choose from those scripts.

then immediately send the listing in a convenient and standard Web-based format to potential buyers and property Web sites, helping agents reach more buyers in less time.

### FROM BILL OLIVER, CEO OF CELLSTORY:

“The idea for CellStory actually came in late 2003. Mobile blogging was beginning to be discussed, but there weren’t really any significant sites yet. I could see that mobile blogging was

going to be both a crowded market and a consumer play. But I wanted to create a tool that could be used in professional applications. Thus, the idea of creating professional communications led directly to the CellStory design. We couldn't actually start development for another few months, because the phones were simply not ready. And the development has been long and tricky, because we are really pushing the envelope of the technology. For instance, standards for accessing the camera on cell phones through software are different on different phones. So making CellStory work on different phones is not trivial. When our Windows Mobile 5 product comes out later in the year, we will have circled the entire set of technologies available: Nokia Series 60, J2ME (Java), PalmOS (Treo), UIQ (Sony P910 for instance), BREW (on most Verizon phones) and Windows Mobile."

## BIOGRAPHICAL INFORMATION

During the first 10 years of his career, Bill Oliver had positions that centered around 3-D graphics technology, something he studied at Stanford, where he earned a degree in electrical engineering, with graduate work in computer graphics. He worked as both an engineer and marketing manager for SGI (Silicon Graphics) before assuming more senior sales and marketing roles in software companies related to visualization. He was director of Sales and Marketing for Centric Software (then called Coryphaeus), as well as director of International Sales at MultiGen-Paradigm, the leading provider of real-time 3-D simulation solutions.

His first role as CEO was with a company called NDL, developing both proprietary and Intel-licensed technologies into a standard for game engine software. During the Internet boom, he founded and successfully ran a technology company called Online Interiors, which developed visualization software for furniture merchandising.

Oliver's interest in cell phone technology started when he began to see phones that could capture different types of media. While living in Paris in 2002, Bill noticed a much greater use of the technology than in the United States, sparking his interest in the market.



Items from your script are automatically put in a template, which is editable online. In this way, the "face" of your communications is completely customizable, and all communications of the same type will have a consistent look.



All of the data collected with your mobile device is merged with the template, and displayed and hosted on the CellStory Web site. The CellStory also can be e-mailed to clients, or sent to multiple sites simultaneously — for example, Realtor.com, Craigslist, eBay, your own Web site, etc. Shown here is the first page of a multiple page CellStory.

Because the text in real estate ads is mostly a subset of often used terms — “central air conditioning,” “granite countertops,” etc. — CellStory lets you specify all of the possible terms you might use, and then click on the appropriate ones when collecting information at a property site. It makes creating a full-featured communication or tour fast and easy. When you are finished running the script, a single button click sends the data to the server, formats it automatically based on your template and sends the completed CellStory to the destination(s) you have specified.



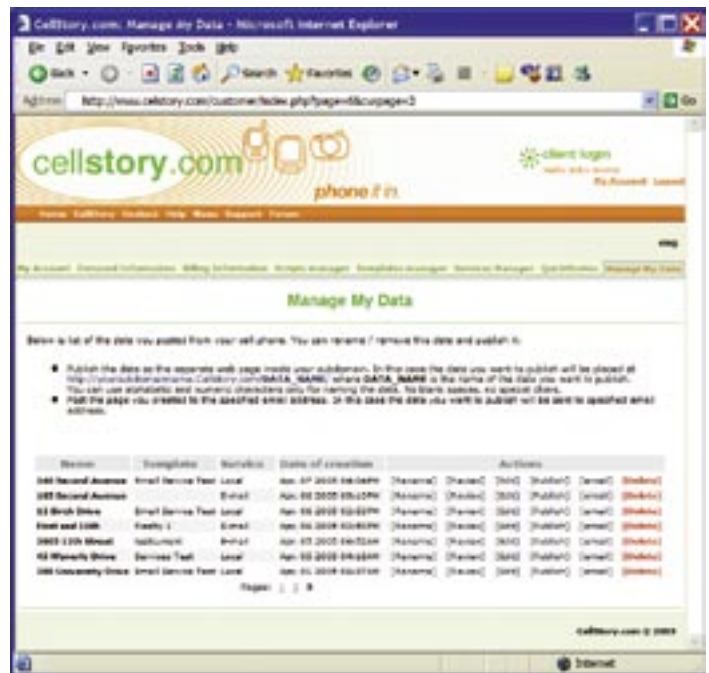
Any kind of media that your mobile device can capture — pictures, video, audio, etc. — can be collected using CellStory. Interfaces for using all the capabilities of your mobile device are built right into the CellStory product. No time is wasted going from the CellStory to get data from another program.

## EASE OF USE, QUICK AND EFFICIENT

“CellStory for Realty is a great tool for us because it makes it so easy to send detailed, media-rich communications to our customers. It’s possible to send photos to people without it, but you just don’t end up doing it very often because of the hassle. With CellStory, it is just so quick to send photos and videos, along with personalized text, that I enjoy doing it, and my customers appreciate it. And the automatic formatting makes the communications very professional looking — something that would be next to impossible using other phone programs. Most agents in



To make time spent on your phone as efficient as possible, the combination of destinations for your data can be specified beforehand on the Web site. Perhaps you want to send a communication to all your clients, and also send the same data in virtual tour form to Realtor.com. Quickstories store this configuration and carry out the multiple distributions automatically.



All property information that you collect is cataloged and saved. If you want to resend a CellStory to someone other than the original recipients, you simply click “publish” and enter the new destination.

our office use Treos, so an application made specifically for that device is really great for us,” says Michael McGibney, associate broker, Butler Kane, Inc.

When users finish walking through a property while following a CellStory script and are satisfied with the information they’ve collected — all the photos, text, audio and/or video — they can use the cell phone to immediately send the property tour, or CellStory, to a client, a colleague, a company Web site or simultaneously to multiple e-mail addresses and Web sites with a click of the Send button.

In addition, users can send their CellStories directly from their mobile phones to Realtor.com, eBay and Craigslist, putting their property listings in front of millions of potential buyers in the matter of minutes. CellStory has developed seamless custom communication software with each of these online companies, all of which will now receive and display the custom Web pages a real estate agent creates using CellStory for Realty. ■