



## **mRELEVANCE, LLC, Combines PR and Web 2.0 to Break the Real Estate Marketing Mold**

*mRELEVANCE, LLC, a joint venture of Flammer Relations, Inc. and MLC New Home Marketing, launched this week in Atlanta. This new web 2.0 centered marketing firm offers relevant solutions for building relationships in today's changing world.*

ATLANTA, GA, June 11, 2008 --(PR.com)-- [mRELEVANCE, LLC](#), a joint venture of Flammer Relations, Inc. and MLC New Home Marketing, launched this week at the Southern Building Show (Booth 1312) in Atlanta. This new web 2.0 centered marketing firm offers relevant solutions for building relationships in today's changing world. By combining the talents of public relations and social media agency Flammer Relations, Inc., with Internet marketing agency MLC New Home Marketing, the resulting marketing firm is equipped to identify and implement the strategic marketing tactics that create relevant relationships for home builders and developers. Services will encompass both traditional public relations and Internet marketing to include search engine marketing, social media, email marketing, Web 2.0 tools, blogs, tracking, analytics and business intelligence.

Carol Flammer, MIRM and managing partner states, "The name mRELEVANCE stands for marketing Relevance. After all, shouldn't all marketing be relevant? The timing for this joint venture is perfect. Market conditions have created an optimal environment for our firms to offer a focused, thoughtful, relevant solution for builders and developers. Both of our business models are based on building relationships - online and in print - and that is what is driving today's market."

Mitch Levinson, MIRM and managing partner continues, "mRELEVANCE will optimize relationships on behalf of our clients with synergy and direction unprecedented in a real estate focused marketing firm. The market has changed and mRELEVANCE offers a new solution for marketing real estate. mRELEVANCE focuses on the tactics that work best for each individual client and delivers reports that track accurate results. mRELEVANCE plans to build relevant relationships with its clients as a trusted results-oriented, strategic partner."

mRELEVANCE is a continuation of the synergy and success that Flammer Relations and MLC New Home Marketing have enjoyed over the past year. The firm's social media expertise is demonstrated by the success of Atlanta's most read and highly optimized real estate blog, Atlanta Real Estate Forum, as well as by the recent launch of Chicagoland Real Estate Forum. Focused results for the team's builder and developer clientele are seen at Top Builder Blogs which has built and moderated many blogs including The Art of Opportunity, 1010 Midtown Condos, Heron Bay Blog.

Levinson adds, "Content rich Internet marketing campaigns and traditional public relations campaigns that create relationships for builders and developers with their buyers are key to creating relevant relationships. Our clients have discovered that a strategic Internet marketing plan costs a fraction of a traditional advertising campaign and generates reports that tell us exactly where to spend their marketing dollars most effectively."



In today's market where every penny counts it is important to build relevant relationships with buyers. Where to spend your marketing budget is not a shot in the dark. Through thoughtful analysis of your Internet traffic, mRELEVANCE will target your marketing dollars for maximum results.

With a staff of 14, mRELEVANCE has offices in Atlanta and Chicago.

mRELEVANCE, LLC, is a real estate focused marketing firm designed to meet builder and developer needs in a changing marketplace. They move beyond the previous advertising model to meet buyers through the media they experience with the primary messages that motivate them to take action. Combining the talents and resources of public relations and social media firm Flammer Relations, Inc., with the power of Internet marketing services at MLC New Home Marketing, mRELEVANCE implements a combination of traditional PR services and up-to-date Web 2.0 tools (e-mail marketing, search engine optimization, social media and others) to create results for clients. For more information on how you can connect to buyers and build relevant relationships, visit [www.mRELEVANCE.com](http://www.mRELEVANCE.com) or call 770-383-3360 x20 or 847-259-7312.

Background:

Flammer Relations, Inc., founded in 1999, is a public relations and social media agency specializing in residential real estate, non profit and business-to-business, including real estate technology accounts. Flammer Relations has an exceptional track record for achieving media placements for clients that build brand and awareness. Services include strategic public relations, media relations, social media, special events coordination, community relations and copy writing.

The agency is a member of the Greater Atlanta Home Builders Association and the Urban Land Institute. Flammer Relations has received prestigious awards including OBIE awards, Communicator Awards, Hermes Awards, APEX and PRSA. For more information on Flammer Relations, visit [www.FlammerPR.com](http://www.FlammerPR.com).

MLC New Home Marketing is a one-of-a-kind Internet Marketing and Social Media company focused on effective solutions to the homebuilding industry. Charged with gaining competitive advantage for their clients, MLC develops and administers user-friendly websites, increases traffic to the website through internet advertising, search engine optimization and social networking sites, creates and delivers effective email marketing messages to a target market, and gathers business intelligence through the strategic analysis of the traffic and user behavior. The goal is to capitalize on efficient and relevant marketing techniques in order to maximize ROI of their marketing budget. For more information on MLC New Home Marketing, visit [www.mlcNewHomeMarketing.com](http://www.mlcNewHomeMarketing.com).

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