

THE FUTURE OF REAL ESTATE IS HERE.



AS SEEN IN:

The New York Times

There's a URL for That

By Jill P. Capuzzo Feb. 16, 2012

LARRY VECCHIO, a Monmouth County real estate broker, was ahead of the curve in the late 1990s when he started buying up a number of generic-sounding Internet domain names that he thought might come in handy one day.

The URLs he first went after were "Homesin(fill in the blank).com," the blank being the names of the 20 towns his agency, based in Hazlet, served. Once he saw how easy and cheap it was to make these purchases — for a one-time flat fee or annual rentals — Mr. Vecchio started buying up every similar-sounding URL (Uniform Resource Locator) he could get his hands on.



"Today's guest is Larry Vecchio – Larry is the founder and creator of the Homesin community-based marketing system to the real estate industry recently launched. Larry is creating community connections with his Homesin network of websites and social media platform. He is working on new business development with realtors, community banks, and mortgage and title professionals. Homesin is a hyperlocal online network of community websites designed to bring new home buyers and sellers together with real estate professionals."



Realty reality: Cutting-edge tech meets human skill

By Elana Knopp, May 28, 2018

"Though house hunters still want strong relationships with real estate agents, face-to-face interactions once believed to be crucial are being replaced with a wave of new technologies such as live video chatting and 24-hour open communication."