

Real Estate Veteran and Founder of Homesin Marketing System Larry Vecchio Shares His Inspiring Business Experience in Business Innovators Radio Show

By *Alicia Dibrell*

Widely followed online newscast Business Innovators Radio Show recently hosted Larry Vecchio, a noted real estate expert with over thirty-five years of industry experience. He is also the man behind the creation of the Homesin community-based marketing system for the real estate professionals. In a candid discussion with the show host Alicia Dibrell, Larry revealed many interesting facts about his business experience.

Larry Vecchio started his real-estate career with a mortgage business and later on, started his own real-estate company in the mid 80s. Over three decades down the line, he presently operates out of fifteen offices and heads a few hundred agents in central New Jersey.

The rapidly growing popularity of the internet in the mid 90s triggered a paradigm shift in the real-estate industry as more and more people started relying on the internet for their home search. This is the time when Larry Vecchio started building his online business by purchasing around thirty domains for the towns in his neighborhood and started promoting these sites. At present, his business has built dedicated URLs for about thirty-five thousand towns across America.

Larry strongly believes that community connection has played a crucial role behind the success of Homesin. "It's more than just buying a house. People want to have somebody who is really familiar with their community. The agents that we're picking to be our exclusive members have a vested interest and most of them live in the town that they're

a member of. They understand the activities of the town. It's important that they ... They almost become the digital mayor of their town. So, we believe that that qualifies them to be one of the best-qualified agents for that town," he said.

Compared to other popular real-estate platforms, Homesin offers tons of additional benefits for the real-estate professionals. Every prospective seller wants their home featured on the community website for the town, and the featured agent for that town has the advantage on a listing presentation to a home seller. It also provides an excellent networking opportunity for the local businesses. Moreover, the community websites come with a complete suite of social media platform that includes Facebook, Twitter and YouTube and Instagram.

Larry informs that Homesin has been improved over the years with the inclusion of a business directory and beautifully designed banner advertisements. At present, the team is working on building a business directory that will feature listings within it. This new project will offer one search page where users will be able to search homes for sale and local businesses.

It costs \$100 a month for an agent to become an exclusive member of Homesin, and that includes an IDX feed. Homesin also has its own mobile app on Android and iOS platforms. During the discussion, Larry also revealed that Homesin.com has recently been featured in the New York Times.

The entire episode of Business Innovators Radio with Larry Vecchio is available at

<http://businessinnovatorsradio.com/larry-vecchio-founder-of-homesin-community/>

Source:: [Real Estate Veteran and Founder of Homesin Marketing System Larry Vecchio Shares His Inspiring Business Experience in Business Innovators Radio Show](#)

