



e-PRO[®] Agent Michelle Ultimo Fife Utilizes Technology To Provide Consumers With Leading Edge Services

January 18, 2008 – As more and more consumers begin their search for real estate-related information on the Internet, it is critical that real estate professionals are well educated in the use of technology for the benefit of the consumer and the agent.

Realizing the importance of technology training, Michelle Fife completed the certification program designed to prepare real estate professionals to utilize Internet technology to its fullest capacity as well as, to identify, evaluate, and implement new Internet business models within their marketing program. The elite group of course graduates represents only 1% of all REALTORS in the country including Michelle Ultimo Fife of Coldwell Banker Residential.

“The real estate industry has undergone a fundamental change over the past five years,” Fife said. “Today, more than 80% of all buyers and sellers begin their search online. As an e-PRO certified agent, I have knowledge and tools needed to provide my clients with the information they request and the customer service they deserve. It’s both hi-tech and hi-touch.”

The exclusive REALTOR e-PRO[®] certifies Michelle Ultimo Fife as an Internet professional. Fife joins the ranks of a special community of highly skilled and continuously trained professionals who provide high quality and innovative

online-based real estate services. Consumers can identify the e-PRO through the exclusive e-PRO Internet Professional logo.

As a top producer and recipient of the International President's Circle for Coldwell Banker, Fife is a licensed broker and member of the California and National Association of Realtors. She holds a bachelors of arts degree and has nearly completed all the courses required to receive her master's in business administration. Along with the extensive resources of Coldwell Banker, Fife looks forward to helping you with your real estate needs.

For more information, contact Michelle Ultimo Fife at (949) 307-0626. You can also email her at Michelle@MichelleFife.com. Visit her website at www.MichelleFife.com.