

# TECHNOLOGY IS MORE THAN JUST A BUZZ WORD

## TERRIE TALKS



Terrie O'Connor  
Broker President



Technology feels like just a buzz word when some real estate firms use it. Some might compare how some brokerages tout technology to the machinations of the man behind the curtain in The Wizard Of Oz.

At Terrie O'Connor Realtors, technology is way more than a buzz word or the latest shiny object for the sake of shiny objects. We use technology to actually leverage more sales: from consumer facing digital

In addition, these tools give our firm insight into what buyers want to see. Our agents are well versed in properly staging a home that is about to be put on the market. This information can help us to take those efforts to the next level, ensuring special features that prospective buyers are looking for are accentuated. Is a property vacant? Technology now allows us to virtually stage a property to give the prospective buyer a feel for how they might live in the rooms. Virtual staging also allows us to demonstrate the flexibility of each space: a bedroom might also make a great home office, a formal dining room might be reconfigured to be a family room.

We also share technology with you. Our communications and documentation from the time you list with us to the time you reach the closing table is all available to you 24/7 on line.

Real estate is changing. Technology, however, is not taking the place of real estate agents. Instead, it is making those of us who embrace it able to sell more homes in a shorter period of time. Just ask any of our

# Special Properties welcomes Kimiko Miller to Ridgewood-West team

Special Properties Real Estate Services, LLC, an exclusive affiliate of Christie's International Real Estate, has welcomed Kimiko Miller as a Realtor Associate in its Ridgewood-West office. Her addition is part of the agency's ongoing growth and expansion throughout northern New Jersey.

Miller comes to Special Properties with more than three decades of experience in the real estate industry. She is a member of the Greater Bergen Association Board of Realtors, the New Jersey Multiple Listing Service, and the New Jersey Association of Realtors.

Fluent in Japanese, Miller is a part of the Japanese Senior Citizens Club and the Women's Culture

Club of Bergen County. In her spare time, she enjoys travelling, reading, gardening and spending time with her three sons, four granddaughters, and their families. She currently resides in Ridgewood.

Special Properties Real Estate Services, LLC embraces the history and traditions of its flagship brokerage location in Saddle River, NJ, into an expanded, modern presence in Mahwah, Franklin Lakes, Ridgewood, Ho-Ho-Kus, and Hoboken, and Ramsey. With a staff of accomplished real estate agents and brokers, its clients across northern New Jersey and southern New York are provided with customized, personalized services, backed by the luxury real estate brand of Chris-



PHOTO COURTESY OF SPECIAL PROPERTIES

**Kimiko Miller brings more than 30 years of experience to Special Properties.**

tie's International Real Estate. Special Properties provides local expertise with global connections. For more information, call 201-962-9552 or visit [www.specialpropertiesres.com](http://www.specialpropertiesres.com).

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lead generating sources to artificial intelligence to generating prospects, we use technology to break our sales records year over year!

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sales professionals ... they will be glad to show you how!

Founded in 1991, Terrie O'Connor Realtors has become a well known, full service real estate firm with 9 offices and approximately 400 sales associates throughout northern New Jersey and southern New York. As a member of Leading Real Estate Companies of the World and Luxury Portfolio International, the company is part of the largest global real estate network with over 3,500 offices in over 55 countries.

NR-0004306797-05

**Ghada Abbasi**  
**cell 201-407-6630**  
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 in the Ridgewood office,  
 as well for the last 15 years

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