

# MANN REPORT

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## Fenwick Keats Goodstein Launches New Web Site

Fenwick Keats Goodstein announced that it has launched the company's new state-of-the-art web site, [www.FKGrealestate.com](http://www.FKGrealestate.com). CEO Rob Anzalone and Managing Director Robert DeLeonardis personally designed the web site with both the novice computer user and the tech savvy in mind.

The new web site features the latest and most comprehensive listings in the city with up-to-the-minute, real-time postings and the convenience of an online shopping cart with a printer-friendly format.

"Both Robert and I worked on the development of the web site for quite awhile, beginning with storyboards of what we wanted it to look like," remarked Anzalone. "We got feedback from those inside and outside the brokerage community and we're very happy with the finished product."

"I think the site is unique because it utilizes the most advanced technology available, but at the same time, remains extremely user-friendly," commented DeLeonardis.

A key concept of the site is that it is educational for its customers and a valuable tool for apartment seekers. By navigating the site, visitors can research homes in a clean, simple way while gaining an appreciation for the various neighborhoods and varying housing stock in the city.