

Lakefront Living Realty Releases Full Mobile Version of Popular Lakefront Homes Website

Lakefront buyers searching for their dream direct waterfront home can easily do so using their mobile device; from home, on the road or even out on the lake.

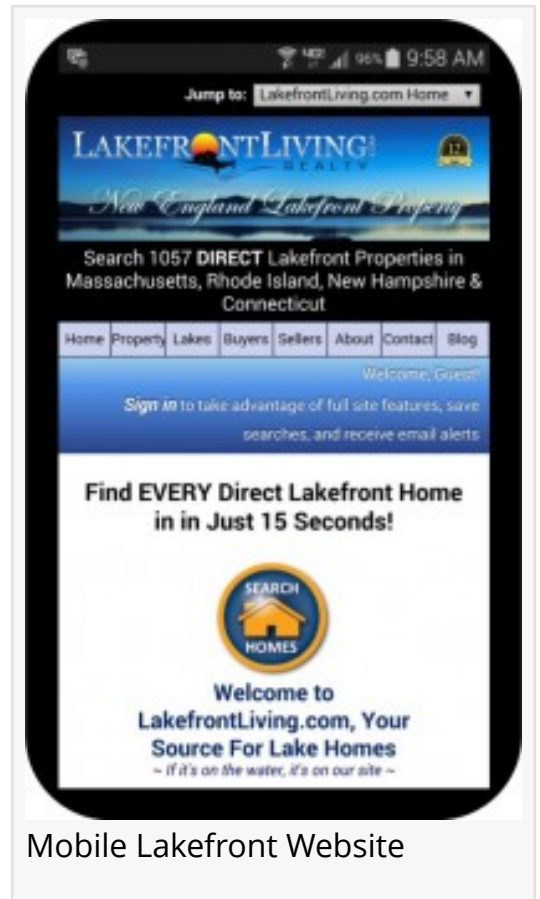
MANSFIELD, MA, USA, March 20, 2015 /EINPresswire.com/ -- Lakefront Living Realty, a full service real estate brokerage specializing solely on direct lakefront property, today announced the release of a FULL mobile friendly version of their popular website, LakefrontLiving.com.

"This was a completely consumer driven process," said Scott Freerksen, CEO of Lakefront Living International, LLC. "After surveying thousands of our site visitors, it was clear lakefront buyers did not want an app or a watered down version of the website. In response, we provided a FULL version of our site in a mobile friendly format that provides today's consumer with an incredible amount of lakefront information in the palm of their hands."

LakefrontLiving.com displays every direct lakefront property for sale in one convenient location. Buyers appreciate the fact they can reduce a 3 hours search down to just 15 seconds. There is over \$1 billion of direct [lake front home](#) inventory displayed in the 4 states currently represented; Massachusetts, Rhode Island, Connecticut and New Hampshire.

"Finding direct lakefront homes easily was just the first of three problems we solved for lakefront buyers," continued Freerksen, "Buyers craved the details of the lakes themselves, so we spent the last 12 years documenting thousands of lake pages to help buyers make informed decisions. All the more reason to make the mobile version of our site contain the same level of detail as our web version."

Lakefront Living Realty agents are experts on [local lakes](#) and the properties for sale around them. These specialists do not try to be all things to all people, they are simply the authority within their particular niche and lakefront market. They strongly believe that specialization



Mobile Lakefront Website

trumps branding and provide today's consumers with the most valuable asset to them; reliable and current information.

Lakefront Living Realty [recently announced](#) the creation of a new niche market real estate franchise to take their lakefront property business model nationwide. The mobile friendly website is clearly an initiative looking to add value to a national audience.

"Two-thirds of Americans own smartphones and 75% use them to search the internet for their dream lakefront home." said Christine Mosier, an Ohio Broker who is one of the founders of the Lakefront Living franchise and will be the first Franchisee outside of New England. "Buyers can be driving around a lake, or even out on the water with friends, and be able to research the lake itself as well as instantly find all the direct lakefront homes for sale. The mapping and address display features make it easy to find and you can even request a showing."

Nationally, buyers purchase over \$60 billion in lakefront property each year, and Freerksen believes there's a profound reason for that. "Although we have always added value in the purchase and sale of a lake home, it's really been about selling a lifestyle. We are passionate about lakefront living and truly believe it has a deep impact on a person's quality of life. We feel fortunate to have the opportunity to change lives, one lake house at a time."

About Lakefront Living International, LLC:

Based in Mansfield, Massachusetts, Lakefront Living International, LLC is an innovative real estate franchise company that offers a franchise to brokers who want to establish a franchise focused solely on uniting buyers and sellers of lakefront property. Franchised Brokers are provided the ability to immediately channel their lakefront passion into a dynamic business venture by dominating their local lakefront market utilizing a proven, packaged business model. Additional information on the franchise offering can be requested through franchise@lakefrontliving.com or call (844) 695-2537 (844-MyLakes).

Press release courtesy of Online PR Media: <http://bit.ly/1CBelYa>

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