

## BRIEFS

### Prospect Realtor grabs national spotlight

Heidi Fore, a Realtor with Re/Max Action First in Prospect, has been named to Realtor Magazine's 30 Under 30 list.

The list recognizes 30 Realtors from across the United States who use technology and other innovations in their real estate practice and have shown a commitment to their community and clients.

Fore, 28, was one of seven U.S. Realtors highlighted in a news release for her work.

Fore coined the term "technofacing" to describe how she merges high-tech service with customer service, she told Business First.

"I use gizmos and gadgets to save myself time in the office," Fore said.

"That allows me to spend more face time with my clients."

"These Realtors, with their fresh perspec-

tives and enthusiasm for their chosen profession, are creating and adopting innovations that are revolutionizing the practice of real estate," National Association of Realtors presi-

dent Pat V. Combs said in the release. "They embrace technology, develop new business models and create unique approaches to client service to add even more value to the real estate transaction."

This has been a big year for Fore. Earlier this year, Real Estate magazine named her one of the Top 50 Realtors on the Rise.

And, she's slated to give a speech about her use of technology to a national gathering of Realtors next month in Cincinnati.

"It's been a great ride," Fore told Business First. "It's wonderful to have the respect of your peers and clients at the same time." |

