

# New Technology Helps Homebuyers!

SUMMARY: Riverview Homes, Inc. of Vandergrift has added new technology to its website and to its display homes to assist the homebuyer.

## *FOR IMMEDIATE RELEASE:*

Vandergrift, PA. November 3, 2011. In an effort to better serve the technically proficient homebuyer of today, Riverview Homes, Inc., a builder of modular and manufactured homes, has implemented 2 new ways to reach out to its customers.

Robert Fanelli, President of Riverview Homes explains, "We know our homebuyers have a busy schedule and may not have the time to stop by one of RHI's 8 locations. With the help of new technology, we have put together a solution. Using our Facebook pages and QR Codes (Quick Response Codes) we are able to link our homebuyers to model home pictures and valuable housing information." Mr. Fanelli continues, "Using this new technology, our homebuyers can now view pictures and floor plans of every display home in RHI's inventory from their computer screens or smart phones."

Like many businesses, RHI has a Facebook page for each of its sales locations, with pictures of each display model posted. Fanelli adds, "Best of all you do not need to have a Facebook account to view these pictures." Of course Riverview would appreciate if you do have a Facebook account to "**Like**" RHI's pages, so you can hear about new products, news, and promotions. Additionally you can find links to the RHI Facebook pages from the web site RiverviewHomesInc.com. Mr. Fanelli also adds, "Starting in November, RHI has begun placing QR Codes in each of our display home windows and on our display home handouts. Homebuyers with smart phones can scan the code on a specific home or home handout and instantly be linked to that home's interior pictures on Facebook, allowing people to see our inventory even if we are closed for business." Riverview Homes is hopeful that its homebuyers will take advantage of these new technologies, which will help them in the home buying process.

Robert Fanelli is the President of Riverview Homes, Inc. Riverview Homes, Inc. is a builder of modular and manufactured homes serving Western Pennsylvania since 1970. Learn more about Riverview Homes at RiverviewHomesInc.com