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Rogers Healy Secures Prime Real Estate Online from HCK2

Integrated marketing communications agency launches new Web site for local real estate leader

(DALLAS) – Recently, local real estate wunderkind [Rogers Healy](#) found his own new high-end address on the Web with [RogersHealy.com](#). The industry trendsetting Web site was developed and coded by [HCK2 Partners](#), an award-winning, integrated marketing communications agency based in Dallas.

Healy, known largely for his guerilla marketing efforts of draping notable Dallas residents with '[Rogers Healy is my REALTOR®](#)' shirts and his love for [Facebook](#), knows the importance of having a Web site that is both fully integrated with the [MLS database](#) and empowers his [associates](#).

"We take a non-traditional approach to a traditional business and that has served us well in the past years as we are one of only a handful of real estate firms in the country that has gotten busier during this economy," said **Healy, recently named one of [REALTOR's® '30 Under 30'](#)**. "I believe we provide a real estate resource for today's urban shopper, and thanks to this Web site, we can reach them better."

Healy's new online address includes aspects novel to the real estate industry such as a customized blog providing a voice of insight and leadership for all associates, customer relationship management (CRM) technology that provides all leads with assigned associates' tracking and a MLs results presented with a design integrated on the site.

"We did extensive research in the real estate industry and know this Web site is one-of-a-kind for both customers and the agents," said **[CEO and Creative Director of HCK2 Heather Capps](#)**. "This is not a template Web site; rather it is stylized for RHA's needs without sacrificing the superior visual design."

Healy continued to discuss the impact this Web site will have on his agency, "I'm not sure what all that amazing CRM, CMS and Drupal techie stuff means, but what I do know is this Web site will make us better than our competitors and faster to serve our customers."

For more information on an MLS listing or about Rogers Healy & Associates, visit [RogersHealy.com](#) or call **(214) 368-HOME**.

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About Rogers Healy & Associates

Rogers Healy, owner and broker, started the firm after years of working with some of Texas' most successful and respected real estate professionals. Today, Rogers' knowledge of Dallas, attention to detail, and client dedication quickly led him to becoming one of Dallas' top realtors. Recognized as one of *REALTOR's* 30 under 30 in 2009, Rogers Healy & Associates has grown quickly and has associates who specialize in every area of real estate throughout Dallas. Founded in 2007, Rogers Healy & Associates does its business under one principle – you have to have faith in the realtor. It's all about trust. To learn about this trust in home shopping, visit www.RogersHealy.com.

About HCK2 Partners

HCK2 Partners (HCK2), formerly Michael & Partners, is a Dallas-based full-service integrated marketing communications agency. Ranked among the top five public relations agencies in North Texas by the *Dallas Business Journal*, HCK2 communications programs keep clients close to customers and ahead of the competition with comprehensive media relations campaigns; creative multimedia marketing; and innovative interactive solutions. Founded in 1998, HCK2 has developed marketing communications expertise in growth industries including: construction, finance, energy, healthcare, retail, technology and telecommunications. More information is available online at www.hck2.com.

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