



## RealCapitalMarkets.com, LLC Launches New Email Deliverability Platform

RealCapitalMarkets.com, LLC announces the launch of their newest software platform designed to increase email deliverability and provide additional marketing capabilities to clients.

CARLSBAD, CA, October 20, 2011 /24-7PressRelease/ -- RealCapitalMarkets.com, LLC (RCM1), the leading provider of a leading provider of marketing and transaction management software for commercial property and note sales, announces the launch of their newest software platform designed to increase email deliverability and provide additional marketing capabilities to clients.

"We constantly solicit feedback from our clients as well as commercial real estate investors. This release is focused on addressing the most frequently requested enhancements," said Steve Alter, RCM1's Founder and CEO.

For most clients, this meant looking for ways to improve email deliverability in an environment highly sensitive to potential spam-blocking. As a result, RCM1 recently released new functionality to

- Deliver high volume emails in a manner less likely to trigger false positives by spam filters.
- Proactively monitor IP Address reputations across multiple ISP and message gateways.
- Avoid common SPF filters (anti-spoofing).

In addition, clients can now better customize their marketing in less time and take advantage of more robust marketing tools including:

- Ability for clients to customize and brand their Virtual Deal Rooms.
- Improved Landing Pages with photo gallery, expanded asset descriptions, and links to additional information.
- Full history and audit information of information sent to all prospective investors.
- Customizable landing pages for individual assets.

RCM1 has also redesigned the [www.rcm1.com](http://www.rcm1.com) website to better explain and illustrate all of the services available on the platform.

About RealCapitalMarkets.com, LLC

Real Capital Markets (RCM1) was founded in 1999 on the idea that greater qualified exposure and appropriate transparency of commercial real estate investment opportunities results in increased sale proceeds in shorter time frames. RCM1 is the leading commercial real estate disposition platform for property and note sales. We enable transaction professionals to market, manage and track assets throughout the entire real estate life cycle with increased speed, efficiency, transparency and security.

We provide principals, exclusive listing brokers, mortgage bankers, and equity sources the most productive and cost effective way to acquire, dispose, finance and capitalize real estate.

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<http://www.rcm1.com>