

Recent College Grad Launches Internet Advertising Site for Commercial Real Estate

A recent college graduate from the University of Georgia launches an Internet Advertising site for Commercial Real Estate. The site, OfficeSearchOnline.com, focuses on office, office condos, medical office, retail, and industrial space for lease.

Atlanta, Georgia (PRWeb) February 13, 2007 -- Joe Woods, President of Applied Business Solutions, Inc. and a recent college graduate from the University of Georgia, launches a website aimed at commercial real estate property managers and individual landlords to advertise their available office, office condos, medical office, retail, and industrial space for lease. The site, www.OfficeSearchOnline.com, offers a cost-effective alternative to traditional print media advertising.

Joe Woods graduated from the University of Georgia in December 2004 with a degree in Economics. Like most college graduates after graduation, he had no idea what the future would bring. While in school, he had various jobs that ranged from sales, delivery driver, bus driver, and a part-time job as a web-designer for a budging home rental site, www.HomeRentalAds.com. His part-time job as a web-designer actually turned into his full-time job and career path soon after graduation.

While working for HomeRentalAds.com, Woods quickly advanced to the position of marketing manager. He was responsible for the day-to-day operations of the site, search engine optimization, sales, brand identity, and handled customer service. In this capacity, he was credited with establishing the sites' position as one of the dominant online advertising sources for home rentals and drastically increased sales.

"I really enjoyed working for HomeRentalAds, they gave me the opportunity to express my ideas for making the site better and actually used those ideas, that's not something most companies would do with their recent college grads," said Woods.

In June 2006, HomeRentalAds was purchased and Woods, along with other employees, found themselves without jobs.

"Prior to the buy-out, the owner (of HomeRentalAds) and I had discussed creating a site for commercial real estate, but at the time, we were too busy to really look into it," said Woods. "We had received several phone calls and emails from individual landlords of commercial property wanting to place ads on our site, but we really didn't cover that type of real estate," he said.

Sensing a need in the market, Woods did some research into online commercial real estate advertising sites. He found that there were several already in the market, with two dominant sites. However, like some previous residential sites he had encountered, these sites had flaws with their structures. "I did some research into the market and my prior experience with the home rental market enabled me to identify areas that could be improved," said Woods.

"Everyday while driving to work and around Atlanta, I would see signs everywhere advertising office space, retail space, warehouses for lease, etc... it really got me thinking," Woods said.

Using his knowledge of home rental advertising sites, Woods created OfficeSearchOnline.com. "I took all the

things from the residential side that I knew worked and incorporated them into OfficeSearchOnline.com," said Woods.

According to Robert Fowler, an Atlanta Broker, OfficeSearchOnline.com will be excellent for the individual smaller commercial properties not being served by the any existing sites.

OfficeSearchOnline.com is now open to the public. It covers every state, metro area, city and town in the United States. It allows individual landlords and commercial property managers to place their ads online. The site is completely automated and ads can be placed online immediately using a credit card.

All ads are free to view by prospective tenants and each ad includes up to 10 photographs or floor plans, maps with driving directions and satellite images, complete description of the property, and contact information. All of this information is provided with no extra cost. Basic ads start at \$49.99. All ads run for 60 days with an option to renew. OfficeSearchOnline.com also offers a money back guarantee if the customer is not satisfied with their results.

"My goal with OfficeSearchOnline.com is to transform commercial real estate's marketing strategy, just like HomeRentalAds and Rentclicks did for the residential side," said Woods.

For more information, go to <http://www.OfficeSearchOnline.com>

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Online Web 2.0 Version

You can read the online version of this press release [here](#).