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Media Contact: Nkemdilim Nwosu | 626-795-2859 | info@pfar.org

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**PASADENA-FOOTHILLS REALTORS® ANNOUNCES
NEW MOBILE PLATFORM WITH REALTOR® AND HOME SERVICES**

PASADENA, Calif., August 12, 2021 – On Thursday, August 12, 2021, the Pasadena-Foothills REALTORS® announced the official launch of their new website and PFAR Mobile, a mobile platform catered for the on-the-go professional.

The platform features an all-new realty storefront, offering real estate products and safety supplies, as well as a Find a REALTOR®, Home and Financial Services search engine for consumers seeking home or property management guidance.

"The introduction of the REALTOR®, Home and Financial Services catalogue will serve as an essential and reputable resource to those who are in the market for a home or any form of home service," said Barry Storch, 2021 President. *"Our local real estate community provides a vast amount of expertise, and we look forward to continuing to serve the public."*

- **Shop Realty Store:** <https://pfar.org/store/>
- **Find a REALTOR or Property Manager:** <https://pfar.org/find-realtor/>
- **Find a Home or Financial Service:** <https://pfar.org/find-home-service/>

For additional information please contact nkemdilim@pfar.org.

About the Pasadena-Foothills REALTORS®

The Pasadena-Foothills Association REALTORS® is the champion for the professional practice of real estate, private property rights, homeownership and a thriving community.

Visit PFAR on the web at <https://pfar.org/>.

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