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RESOURCE COMMERCIAL REAL ESTATE UNVEILS NEW OFFICE, NEW WEBSITE

(INDIANAPOLIS)- Resource Commercial Real Estate, LLC recently expanded its office space from 2,900 to 5,980 square feet with a move to 900 E. 96th Street. With the help of Turnkey Transition Management and Schott Design of Indianapolis, Resource created an open-concept work environment for its growing team of advisors, principals and support staff.

According to Tim O'Brien, President of Resource Commercial Real Estate, "our rapid expansion and need for a more productive office environment prompted us to relocate. Our new space was designed to connect our people to their profession and our corporate culture." The office features a variety of workspaces, including: a lounge, café, meeting room, and two conference rooms.

In tandem with its office upgrade, Resource Commercial Real Estate worked with Indianapolis-based Pivot Marketing to revamp its web site and brand messaging. Based on extensive interviews with Resource Commercial's clients and staff, Pivot recommended a new tagline: Details Matter.™ and created a suite of marketing materials.

"These verbal and visual elements highlight Resource Commercial's experience, professionalism, and attention to detail," Pivot Marketing representative Jenn Rarick explains. "The clean, contemporary cues and calculated simplicity of the overall design set Resource apart from its competitors."

A redesigned web site with a new URL (www.rcre.com) was launched on Monday, April 7. Resource Marketing Director Tyler Koontz elaborates, "clients and visitors will notice several improvements over the previous design. The new site features property listings, market news, staff information, and case studies. Our clients asked for each of these items, and we listened. The revised site is a relevant and engaging expression of who we are as a company."

Resource Commercial Real Estate, LLC is a locally owned and operated, full-service commercial real estate firm based in Indianapolis. Resource advisors are a collaborative group of professionals dedicated to the success of their clients. The firm offers services ranging from tenant and landlord representation to property disposition. Their clearly defined process and scope of in-house services produce superior results. Visit Resource on-line at www.rcre.com or call (317) 663-6000.

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