The week in real estate industry deals: January 30-February 3

While real estate agents chase leads and close deals on houses, there's another level of deal-making that takes place within the real estate industry: mergers, acquisitions, integrations and partnerships.

We'll be recapping every week's noteworthy deals that didn't make it into print (and some that did) for your perusal.

We missed you last week!

January 16

MooveGuru announced the launch of its consumer engagement program, which emails move-relevant coupons to movers. "Through the MooveGuru program, Movers receive a campaign of emails directly from their real estate agent or other mover related service provider," stated a press release.

This week's deals

January 31

Real estate technology company **HomeASAP** launched **Lead Tracker**, an end-to-end traffic lead generation solution. "Lead Tracker helps agents generate higher-quality website traffic and convert a greater percentage of their visitor traffic into leads, even after the visitor has left the agent's website. To accomplish this, the company has pioneered new technologies that are designed to engage visitors and convert them into leads at the highest rate possible. If a visitor who did not convert into a lead leaves the agent's website, Lead Tracker™ then goes to work to re-engage the visitor and convert them into a lead for up to two years, at no additional cost.

Email deals and partnerships information to press@inman.com*.*

Source: click here