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RealtySouth's Lee Vivien and Gene Duncan Honored by Birmingham Business Journal

Birmingham (May, 2013) – The Birmingham Business Journal named Lee Vivien of RealtySouth the top Chief Information Officer (CIO) in its inaugural C-Suite Awards. Gene Duncan was honored as a finalist for top Chief Financial Officer (CFO) of a medium-sized company.

The C-Suite Awards recognize talented C-level executives at Birmingham businesses based on the roles they play in their companies' successes.

Under CIO Lee Vivien's direction, RealtySouth's website drew 2.5 million visitors last year, averaging more than 66,000 unique visitors per month. In addition, Vivien worked behind the scenes to incorporate more technology into the company's day-to-day business functions. This included a reporting and information system that meshes accounting functions with other departments' systems, as well as data from outside sources, including 11 Multiple Listing Services across the state.

"We put these systems in place because of metrics. It's all about being able to track your successes and failures," Vivien said.

RealtySouth CEO Ty Dodge praised Vivien for his job in keeping RealtySouth at the forefront of technology in the Alabama real estate market. "Lee and his team have created the premier real estate website in the state of Alabama, the go-to site for consumers and agents alike," he said. "He has also kept RealtySouth ahead of the curve in every other area of technology."

CFO Gene Duncan led RealtySouth financially through a crippling real estate downturn, keeping the company profitable in spite of severe downsizing and cutbacks. Part of his success in doing this is a result of the business philosophy he practices. "Face a situation head on and do your best to make it better. Small problems left to fester tend to become big problems," Duncan stated.

Dodge commented favorably on Duncan's leadership during the recent real estate downturn. "Gene has, once again, been honored as one of Birmingham's top CFOs--and that's no small wonder, having successfully shepherded RealtySouth through the challenges of the recent economic downturn and poised the company for success as we move into a bright future," he stated.

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RealtySouth is a full-service brokerage firm of HomeServices of America, Inc., and a Berkshire Hathaway affiliate, headquartered in Birmingham, Alabama.