



**INTERNATIONAL**

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**REALTY EXECUTIVES LAUNCHES LATIN-FOCUSED  
CONSUMER REAL ESTATE PROGRAM IN SAN ANTONIO**

*Program will combine Spanish-speaking sales associates, marketing materials and concierge  
service*

**PHOENIX, Ariz. – August 12** – Realty Executives International recently launched its newly completed Latin-focused consumer communications program. The program is designed to meet the needs of today's Latin homebuyer who is fluent in English, Spanish or both. The national program, which is more complete than any other program in the market today, consists of targeted marketing efforts, Spanish language educational materials to help the consumer better understand his/her options and resources in the home buying or selling process, a Spanish website ([www.RealtyExecutives.com/Spanish](http://www.RealtyExecutives.com/Spanish)), property-specific marketing materials and a Spanish concierge phone service.

The program, which is being beta-tested in San Antonio before being rolled out in markets nationwide, is supported by qualified Realty Executives real estate professionals who are not only fluent in Spanish but who are passionate about meeting the needs of this growing base of homeowners. These sales associates are also trained to understand cultural differences and provide the education necessary to walk buyers and sellers through the entire real estate process.

“Our goal in launching this program is to provide quality and trustworthy service to the Latin population, whether that’s first or third generation individuals who are looking to buy or sell their homes,” said Realty Executives International Latin Division Project Manager and company sales associate Josh Gonzalez.

With a Hispanic population of more than 735,000, San Antonio represents a huge need for consistent and reliable real estate services that are targeted at meeting the needs of this group.

“With this new initiative we’re able to meet the home buying and selling needs of today’s consumers bringing value and content to them, instead of expecting that they should come to us,” said Rich Rector, president and CEO of Realty Executives International.

Realty Executives sales associates who are a part of this dynamic new program have been hand-selected and will go through the National Association of Realtors At Home with Diversity Program® and will be trained to properly deliver marketing materials and relevant real estate-related content to consumers.

Realty Executives International, the nation’s first 100-percent commission company, has been perfecting its business model for more than 43 years and is one of the fastest-growing real estate franchises in the United States. The Phoenix-based, privately held firm has offices in 14 countries, including the United States, Canada, South Africa, Mexico, Australia, Israel, Costa Rica, Greece, Panama, France, Romania, Poland, Spain and Nicaragua and Belize. Publications like *Entrepreneur*, *Success* and *Inc.* magazines have regularly ranked Realty Executives International, Inc. as a leader based on franchise growth, management stability and financial soundness. For additional company and franchise information visit [www.realtyexecutives.com](http://www.realtyexecutives.com).

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