



FOR IMMEDIATE RELEASE

Date: February 4, 2008
For Release: Immediately
Contact: William Malkasian, CAE
President
Wisconsin REALTORS® Association
Office: 608-241-2047
Mobile: 608-345-9004
E-mail: wem@wra.org

THE GOOD NEWS ABOUT REAL ESTATE TODAY
REALTORS® Launch Statewide TV and Radio Real Estate Awareness
Campaign Emphasizing Positives of Market

Madison . All real estate markets are not the same, and in Wisconsin, there's more good news than bad. Explaining this reality to consumers is the goal of a new advertising campaign sponsored by the Wisconsin REALTORS® Association (WRA) and the National Association of REALTORS® (NAR).

The fact is today's real estate market, especially in Wisconsin, is full of great opportunities, if people take the time to look into it, said Mike Spranger, Chairman of the Board of the WRA. Our ads are designed to highlight the good news and invite consumers to take a second look at today's market. +

The WRA plans to invest \$150,000 in additional funds to support the National Association of REALTORS® market awareness campaign. The REALTOR® ads will promote the fact that all real estate markets are different and consumers should check market facts in their area before deciding whether buying or selling at this time is right for them. There is no such thing as a single national real estate market, despite news reports that throw around lots of large, scary numbers and focus on the negative, said Bill Malkasian, President of the WRA. But in Wisconsin, we have very favorable market fundamentals, especially in selection, price and interest rates. +

The REALTORS® television and radio advertising campaign will run from February through November, with heavier buys between now and the end of June, as the market ramps up to the prime summer selling season. In mid-February, the campaign will add an aggressive online component with banner

ads on frequently-visited Web sites such as homes.com, hgtv.com, packerchatters.com, wissports.net, accuweather.com, nytimes.com and more.

Our goal is to reveal the truth about how strong Wisconsin's real estate market really is and encourage consumers to take a closer look, Malkasian said. We think they'll like what they see.

For more information regarding market facts, trends and real estate news, visit www.wra.org/housingfacts.

The Wisconsin REALTORS® Association is one of the largest trade associations in the state, representing over 19,000 real estate brokers, sales people and affiliates statewide. Its membership includes REALTORS®, appraisers, inspectors, affiliate members and literally anyone involved with the real estate process. Members can take full advantage of a wide variety of products and services to assist with day-to-day business, including a legal staff, education, political representation and a number of print and online publications. For more information on the WRA, visit www.wra.org.

#