

News Release



NATIONAL ASSOCIATION OF REALTORS®
The Voice For Real Estate®

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NAR's Real Estate Today Adds 77 WABC New York, the Nation's Number-One DMA

WASHINGTON (July 8, 2009) – Real Estate Today, which began broadcasting just five months ago, will now be heard in the nation's number-one DMA when 77 WABC begins airing the program on Saturday, July 11. With a focus on all things home-related, Real Estate Today radio already airs in more than 20 markets nationwide and continues to attract new stations and listeners as consumers seek out reliable information during these challenging economic times.

Real Estate Today, produced by the National Association of Realtors®, will air on 77 WABC on Saturdays from 4-6 p.m. EDT, with a new two-hour program airing each week. Hosted by award-winning radio broadcaster Gil Gross, the show offers a fast-paced format including provocative experts, listener call-ins, field reports and a customized segment on market conditions in the New York area.

“Consumers face so much conflicting information about homeownership, it's often tough to know what or whom they can trust,” said NAR President Charles McMillan. “As the most knowledgeable source of real estate information, NAR also knows that all real estate is local, which is why we are partnering with WABC in New York City. Realtors® have been bringing America home for the past 100 years, and now they are delivering their nationwide expertise and local market knowledge over the airwaves.”

“There is no better report card on how well Real Estate Today is connecting with audiences and the radio marketplace than having one of the most influential talk stations on the planet, 77 WABC, recognize, partner with, and carry the program,” said Paul Woodhull, founder and president of Media Syndication Services, which is working with NAR to help produce and syndicate the show. “The industry is telling us very clearly that Real Estate Today opens new doors and client relationships with critical content in a down market.”

In addition to offering important real estate news and information to WABC's listeners in New York, New Jersey, Connecticut and Pennsylvania, Real Estate Today provides a powerful marketing opportunity, with more than 100,000 Realtors® in the New York and surrounding areas alone.

“Hosted by the highly-respected Gil Gross, Real Estate Today provides relevant, targeted information to the weekend audience and is a way to attract both ratings and revenue,” said Laurie Cantillo, WABC Program Director.

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NAR's Real Estate Today Adds 77 WABC New York – add 1

Real Estate Today will cover the spectrum of benefits and challenges of homeownership, offering listeners a go-to spot for information about their home, from expert advice on buying and selling to remodeling and landscaping to the state of the current market and home financing issues.

The National Association of Realtors®, “The Voice for Real Estate,” is America’s largest trade association, representing 1.2 million members involved in all aspects of the residential and commercial real estate industries.

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Information about NAR is available at www.realtor.org. This and other news releases are posted on the Web site’s “News media” section in the NAR Media Center. Information about Real Estate Today is available at www.RETradio.com.

Information on Media Syndication Services is available at www.buildbettermedia.com.

If you’d like to advertise on 77 WABC to promote a specific property or properties with a mention of your Web site, contact Jonathan Mason at 212/613-3825.