



FOR IMMEDIATE RELEASE
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GETTING REAL: CALLING ALL REAL ESTATE AGENTS OF CHANGE

New Initiative Kicks Off Today From Industry Leader, The Real Estate Book, Highlighting Top Agents Sharing Their Real Stories

Lawrenceville, GA (April 7, 2011) – *Who is leading the charge in today's real estate market?* To foster conversations and recognize those at the forefront of the industry, *The Real Estate Book* / RealEstateBook.com, [the leading content provider of real estate information](#) online, in print, direct mail, social media and mobile platforms in North America, today launches its Agents of Change program. This new initiative features the success stories of top-producing real estate agents who are shaping the future of the real estate industry. To facilitate positive real-life dialogue there is a newly dedicated Facebook page. Real estate professionals from around the country and around the world can join the discussion as well as learn the secrets to success from these Agents of Change at www.facebook.com/realestate.agentsofchange.

"The real estate industry has weathered its toughest storm in recent years, resulting in a changed industry," says Scott Dixon, president of Network Communication Inc.'s Real Estate Division. "But the good news is that real estate professionals are adapting to the 'new normal' and experiencing successful results in their markets all across the country. At *The Real Estate Book*, we are fortunate to work with some of the best in the business. Through our Agents of Change initiative, we want to not only recognize them as leaders, and share their personal, inspiring stories, but more importantly, we want to begin a national dialogue to work together to influence the future of real estate in a positive way."

Spread the Word, Share Your Story

Here is a select list from *The Real Estate Book* of chosen Agents of Change who are helping to kick off a new national dialogue in the real estate market:

- Champaign, IL: Stefanie M. Pratt, Stefanie Pratt & Associates, Coldwell Banker Honig-Bell
- Virginia Beach, VA: Kathie Stokes, William E. Wood and Associates
- Lake of The Ozarks, MO: Ebbie Bogema, RE/MAX Lake of the Ozarks
- Miami, FL: Marie-Charlotte Piro, MC² Realty
- Seattle, WA: Connie Redden, Windermere Real Estate/JS

Their personal stories are featured on the Agents of Change Facebook page at: <http://www.facebook.com/realestate.agentsofchange>. Visitors will be able to join the conversation and can also nominate future Agents of Change.

Real Estate Agents of Change Embrace the Latest Technology and Think Creatively

These smart and savvy real estate professionals are working hard for their clients as they adopt the latest technology, leverage a mix of integrated marketing, and think creatively to use all these tools to their advantage.

Dixon adds, "Successful real estate professionals understand that they need to be wherever home shoppers or sellers are. But what sets them apart is their grasp on the challenges that come along with tough market conditions and a digital world."

Through a multi-channel mix of print, online, social media interaction, and leveraging other innovations like QR codes and mobile apps for smartphones, these professionals know that integrated marketing is the best way to reach buyers and sellers.

The Real Estate Book is supporting this campaign in a number of channels and a variety of ways. The [Agents of Change](#) Facebook page will feature two new entertaining 30-second videos that highlight the benefits to not only agents, but also home buyers and sellers who use *The Real Estate Book* online and in print. The video titled 'Pool Home' depicts a family's search for a new home, and the not-so-subtle hints that the children drop to convey their #1 desired feature: a pool. With the help of *The Real Estate Book*, the family is able to find their perfect home and restore sanity back into their lives. In 'Good Times,' a couple looking to sell their home reminisces on the physical toll through a series of funny mishaps that their current house has taken on the accident-prone husband. Fortunately, they are able to sell quickly and move on to a safer, ranch home with *The Real Estate Book*. Both spots will run on HGTV.com.

[The Real Estate Book](#) has been helping real estate professionals connect with buyers and sellers for over 30 years. Available in print and online in over 400 markets across the U.S., Canada and the Caribbean, *The Real Estate Book* delivers credible, proven results to its advertisers who benefit from a wealth of experience and an integrated media platform that showcases their listings in a variety of ways. With 8 million magazines in print every 4 weeks, *The Real Estate Book* gets nearly 2 million unique visitors on its Web site, www.RealEstateBook.com, and features thousands of homes for sale, new home communities, and local information. The brand also distributes content via the social web as well as through mobile apps for smartphones.

About Network Communications, Inc.

Network Communications, Inc. is a leading local media company providing lead generation, advertising and Internet marketing services to the housing industry. The Company's leading brands are Apartment Finder, The Real Estate Book, DigitalSherpa, Unique Homes, New England Home and Atlanta Homes & Lifestyles. NCI has market representation in more than 500 local markets around the United States. The Company's strategy focuses on providing high-quality and measurable marketing solutions to local clients by leveraging its proprietary prospect-focused distribution and content management infrastructure. NCI distributes more than 9.4 million local print catalogs of apartments for rent and homes for sale every month through more than 300,000 distribution points; NCI's websites are leading Internet destinations for consumers looking for homes to rent or buy, with an average of 2.0 million unique users every month; and it provides Internet marketing services using social media tools to its customers.

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