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FOR IMMEDIATE RELEASE

**“I-MARKET” ONLINE REAL ESTATE MARKETING TOOL TO ADD
CUTTING-EDGE TECHNOLOGY FOR REALTY EXECUTIVES SOUTHERN
ARIZONA AGENTS**

Enhances Agents’ Ability to Stay in Touch with Clients and Prospects

May 16, 2005- Tucson, AZ- REALTY EXECUTIVES Southern Arizona announced today that it is bringing the latest e-marketing tool, labeled ***i-Market***, to its 370+ agents within their ten offices located throughout Southern Arizona.

i-Market enables Realty Executives Southern Arizona agents to create a wide variety of marketing materials at any computer with internet access. They have the ability to edit and personalize marketing pieces from over 1500 provided templates, design their own marketing pieces or use Realty Executive Southern Arizona’s customized content.

i-Market’s online calendar stores important dates and schedules reminders, and agents may also track correspondence and marketing histories with each client or prospect.

i-Market is powered by SharperAgent.

To ensure the success of ***i-Market***, Realty Executives Southern Arizona is offering workshops for program training, as well as individual coaching for the agents as they map out their individual customized marketing campaigns.

Judy Lowe, COO comments, “This marketing tool will allow our sales executives to consistently communicate with their sphere of influence and client base, which is something the real estate customer of today is requiring of the professional sales executive. It is truly an exciting program.”

About Realty Executives Southern Arizona

REALTY EXECUTIVES Southern Arizona is an independent, locally owned company with ten offices in Southern Arizona, and is affiliated with REALTY EXECUTIVES International, one of the fastest growing franchises in the United States with more than 11,500 sales associates and over 600 franchises in seven countries. For additional information on Realty Executives Southern Arizona, please visit the company's website at www.goTucson.com, or call 1-520-529-5100.

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