



IMMEDIATE RELEASE

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SRA launches ad campaign to educate consumers about current real estate market

MALVERN, PA – The Suburban REALTORS® Alliance (SRA) has launched a newspaper advertising campaign that encourages real estate consumers to contact a REALTOR® to learn more about the current housing market in Southeastern Pennsylvania. The campaign, which will be sustained throughout the year, will be augmented by radio and television ads sponsored by the National Association of REALTORS®.

“As our local real estate market continues to evolve, savvy consumers will rely on the guidance of real estate professionals who are knowledgeable about current conditions,” said Jamie Ridge, president and CEO of the SRA. “The national news stories that describe a turbulent real estate market are not very relevant to conditions in the Philadelphia suburbs, where the economy has been much more stable.”

The newspaper ads, which will begin appearing in newspapers throughout Bucks, Chester, Delaware and Montgomery Counties this week, advise home buyers and sellers that “No matter which way the market is leaning, it’s essential to work with a professional.”

The ads will appear in the following newspapers: Bucks County Courier; Bucks County Intelligencer; Chester County Daily Local; Delaware County Daily Times; Ambler Gazette; The Colonial; Glenside News; The Globe; North Penn Life; Public Spirit; Souderton Independent; News Herald; Springfield Sun; Spring-Ford Reporter; Times Chronicle; Valley Item; Willow Grove Guide; Central Bucks Life and Montgomery Life.

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The Suburban REALTORS® Alliance (SRA) is a subsidiary corporation of the Bucks County, Montgomery County and Suburban West Associations of REALTORS®, and the largest regional coalition of REALTORS® in Pennsylvania, representing more than 11,000 members. The SRA is affiliated with the Pennsylvania Association of REALTORS® and the National Association of REALTORS®.