



PRESS RELEASE
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**LISTING PROPERTY IN FLORIDA NOW MORE AFFORDABLE THAN EVER
Your Choice Real Estate announces fall promotion on popular Flat Fee MLS service**

Orange Park, FL, September 22, 2007 – Your Choice Real Estate announced that it will be offering its highly successful MLS Assist service for a promotional rate of \$249. The promotion period will begin October 1, 2007 and run until the end of the year. MLS Assist was first introduced in 2005 in northeast Florida.

MLS Assist provides sellers access to the very powerful MLS (Multiple Listing Service) database and Realtor.com. Using MLS Assist, sellers retain the opportunity to sell their property on their own while gaining the benefits of exposure to thousands of agents on MLS and millions of buyers on Realtor.com. To date Your Choice Real Estate has over 235 MLS Assist customers.

“We are very excited about the promotional pricing and expect to increase market share and volume by at least twenty percent by year end” said Phillip Jones, President and CEO of Your Choice Real Estate. “Our customers appreciate our approach to assist them with the sale of their home, while allowing them to continue to sell on their own as a FSBO. With our promotion, we are not diminishing the service level in anyway to our customers. This more aggressive pricing further solidifies our position as the BEST VALUE in real estate!”

Your Choice Real Estate plans to open it’s next office in the Orlando market covering the central Florida region in 2008 and has long range plans to franchise the business model throughout the US and Canada.

Your Choice Real Estate, founded in 2005, is a full service real estate brokerage headquartered in Orange Park, Florida. Your Choice Realty represents both buyers and sellers. Sellers have the flexibility to choose the services they need and only pay for the services they select. Your Choice Real Estate through its website www.ycre.net, allows customers a host of online tools to buy or sell property. The company also has strategic partnerships with other real estate brokerages throughout the U.S.

For more information about Your Choice Real Estate and their services visit their website, www.ycre.net; contact their office by telephone at 904-298-2679; or email at info@ycre.net.

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