



PRESS RELEASE
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YOUR CHOICE REAL ESTATE IS RECOGNIZED FOR INTERNET MARKETING EXCELLENCE

ORANGE PARK, FL, February 5, 2008 - Nationally renowned real estate marketing and technology speaker and REALTOR.com® Vice President, Max Pigman, has presented to Phillip Jones of Your Choice Real Estate, the "Real Estate Online Marketing Award of Excellence". The Award of Excellence recognizes top agents who consistently provide great marketing services on behalf of their buyers and sellers.

"There are always some real estate agents who distinguish themselves from other agents by doing a little more for their sellers. In particular, when the home they are selling is placed on a well trafficked site such as the 1st ranked REALTOR.com®,¹ even simple efforts like having more photos displayed, crafting better descriptions or adding a full motion video, can make a home stand out from competing properties," says Max Pigman, Vice President of REALTOR.com®.

The excellence award was presented to Phillip Jones at a recent real estate marketing and technology seminar that demonstrated cutting edge techniques for leveraging the Internet and technology in real estate marketing.

Phillip Jones says, "My seller clients appreciate how I can help bring more attention to the unique selling attributes of their home and ultimately help attract more qualified buyers. Buyers are also appreciative of a well presented home that has a better description and more ways to learn about the property before arranging an appointment. While it's certainly an honor to receive this award, I think ultimately it would be a disservice not to make REALTOR.com® and the Internet part of your standard home marketing plan. Some day soon most agents will see it as a must have requirement instead of something special. We're already seeing that change"

"The extra steps agents like Phillip are taking on behalf of their clients is the reason we thought it worthwhile to call out the effort we have seen these agents make online and to recognize them for providing these added value services," says Mr. Pigman.

REALTOR.com® is just one of the many ways Your Choice Real Estate is leveraging recent trends in home buyer online behavior to their clients benefit.

Your Choice Realty is a full service real estate brokerage based in Orange Park, Florida representing both buyers and sellers. Sellers have the flexibility to choose the services they need and only pay for the services they select. 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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