

FOR IMMEDIATE RELEASE

“ALL THINGS REAL ESTATE” Marks 10 Year Anniversary On June 2

SANTA FE, NM, May 31, 2019 – On June 2, the “All Things Real Estate” (ATRE) radio show is marking 10 years of offering timely real estate news and commentary to home owners, buyers and sellers in Santa Fe and across the nation. ATRE is also comprised of a website (<http://atreradio.com/>) and blog.

Launched in June 2009 by Rey Post---a Santa Fe-based Associate Broker with Sotheby’s International Realty®---the ATRE radio program airs live for two hours each Sunday (12-2pm Mountain Time) on KTRC 1260AM and 103.7FM, and streams to a global audience on SantaFe.com, as well as via the ATRE website (<https://santafe.com/ktrc/shows/all-things-real-estate1>). Each week, Post hosts the first hour of the ATRE radio show, while professionals with business and real estate-related companies either host, or co-host with Post the second hour of the program.

"Hutton Broadcasting and SantaFe.com join the public in congratulating Rey and his team for consistently providing some of the best content offered on a radio show over the past ten years," said Scott Hutton, Owner and General Manager of Hutton Broadcasting. "We are proud that "All Things Real Estate" is one of our flagship programs, as well as being one of the most popular radio show destinations in the city. Our hope is that Rey continues to host one of the finest radio shows available to consumers."

“Congratulations Rey on the 10th anniversary of ATRE,” stated Gregg Antonsen, Senior Vice President & Qualifying Broker of Sotheby’s International Realty®. “This truly marks a milestone for which you should be pleased and proud. For the past decade you have provided pertinent information about our local real estate markets and those services that impact real estate in general. Your commentaries and interviews with local and regional influencers provide exciting and timely information to your listeners that is exceptional in its delivery, accuracy and usefulness.”

"A radio station so as KTRC always needs consistency, quality and a connection to the local community. For a decade, All Things Real Estate with Rey Post has provided all of that and much much more," stated Richard Eeds, Afternoon Show Host and Program Director on Talk 1260 & 103.7 KTRC. “And if I can have ATRE on the air for another decade, it will make me very happy. Congratulations to Rey and his sterling cast of guests and guest hosts for a fantastic 10 Years on KTRC."

Since 2009, ATRE has been supported by a some of the best real estate-related companies, non-profit groups, event organizations and well-known businesses in New Mexico. Their representatives regularly contribute commentary to the radio show and content to the blog (roster of current supporters on homepage at <http://atreradio.com/>). As the show has matured, it has expanded its content, offering news and information on a variety of issues important to consumers (see attached “How The ATRE Show Has Grown”).

Besides airing from the KTRC studio, the ATRE show has also broadcast remotely from more than 100 unique locations: real estate broker open houses; non-profit events and major public gatherings including the Santa Fe Area Home Builders Association annual “Home Show” and “Haciendas, A Parade of Homes” tour; as well as the Santa Fe Concorso rare car gathering. The ATRE show has also introduced a number of unique broadcast elements, including the weekly “Rey’s Real Estate Recommendation,” as well as debuting in 2019 a monthly show series called “*This Is Taos*,” which features commentary from locations in the Northern New Mexico town, speaking to what makes it a desirable destination to visit, and to own a home.

After airing for only two years, the ATRE program was nominated in 2011 for a Santa Fe Chamber of Commerce “Business Excellence Award;” has been profiled in multiple media stories, as well as the corporate newsletter of Sotheby’s International Realty®.

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For additional information:

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What Others Are Saying In 2019 About ATRE:

“The Town of Taos is proud to play a role in the airing of the “*This Is Taos*” radio show series.” The monthly radio series will aid considerably in boosting awareness among people from around the country about all that Taos has to offer as a vacation and residential destination.”

A. Karina Armijo
Director of Marketing and Tourism
TOWN OF TAOS

“First and foremost, congratulations on 10 years. That’s a lot of Sunday to work my friend. You have done it extremely skillfully and successfully. We’re proud of your faithfulness as well as your success.”

Steve Riemann
President
Santa Fe Title Company

"Rey Post is a great interviewer and we were able to use the show to get our full story out!"

Kandace Nachtrab
Chair, Taos Opera Institute

How The ATRE Show Has Grown:

The ATRE show has grown from solely focusing on real estate issues, to a program that now offers timely business, community, cultural and non-profit commentary (*always with a thread of real estate running through each broadcast*). Rey and his collaborators use the ATRE show as a place to create a "story" about a variety of issues, offering themes around special calendar dates, and events that enhance the show’s content for its listeners.

The radio show has been honored to feature not only some of the best in the real estate trade, but also a variety of non-real estate personalities. To illustrate the diverse content the ATRE show has offered over the years, a handful of these special radio show guests include: former CIA operative Valerie Plame; movie producer and Kevin Costner business partner, Jim Wilson ("*Dances with Wolves*"); actors starring in the movie "*50 To 1*" (filmed in New Mexico); former Director of the CBS News Poll, Kathy Frankovic; Indianapolis 500 race car legends Johnny Rutherford, Parnelli Jones, and Al Unser, Sr; and former National Association of Governors Chairman, Vermont Governor Jim Douglas. In addition, since he was elected in 2018, Santa Fe Mayor Alan Webber has been a guest on the ATRE program on multiple occasions, offering timely information on business, community and real estate issues important to the residents of the city.

The ATRE website and blog have also become valuable destinations for information on the radio show's broadcasts, as well as timely real estate, cultural and community information. The website is linked from the websites of ATRE's corporate supporters, as well as the website of Sotheby's International Realty in Santa Fe (sothebyshomes.com/santafe). The NYC corporate office of Sotheby's International Realty is fully aware of the ATRE program, with the former president of the company coincidentally being at the brokerage's Santa Fe office the day in 2011 that the Santa Fe Chamber of Commerce Business Excellence Award nomination for ATRE was announced.

About Rey Post:

Rey Post has served as an Associate Broker of Sotheby’s International Realty in Santa Fe since 2008. Previously, he was a licensed Realtor with TTR Sotheby’s International Realty in Washington, DC. Prior to his career in real estate, Rey was a corporate, sports and political campaign consultant and Capitol Hill professional. This work includes: managing campaigns for U.S. House and Senate candidates; serving as a Legislative Aide to a U.S. Congressman and State Staff Director to a U.S. Senator; directing U.S. Soccer’s 1994 World Cup and 1999 Women’s World Cup campaigns and advising on the Korea 2002 World Cup soccer campaign; serving as Executive Producer of an international sports TV broadcast; and offering campaign counsel to a U.S. national trade association and companies doing business in Eastern Europe.