

FOR IMMEDIATE RELEASE

“ALL THINGS REAL ESTATE” Marks 7 Year Anniversary In June 2016

SANTA FE, NM, May 16, 2016 – The “All Things Real Estate” (ATRE) radio show, blog and website will—on June 5—mark seven years of offering timely real estate news and commentary to home owners, buyers and sellers in Santa Fe and across the nation. Go to: ATREradio.com.

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 1260 KTRC-AM and KVSF101.5-FM and also streams to a global audience on SantaFe.com. The ATRE website and blog offer a range of useful information and resources to consumers. Post hosts the ATRE weekly radio show and serves as Managing Editor of the ATRE blog.

“The ATRE radio show has been judged by many to be one of the most respected, popular and informative programs in Santa Fe,” said Scott Hutton, Owner and General Manager of Hutton Broadcasting. “As one of our company’s flagship broadcasts, we are proud to offer the valuable content that the ATRE program gives to our listeners, as well as to those who visit SantaFe.com. We congratulate Rey and his team for seven years of success.”

“Rey, congratulations on seven years of regaling listeners with expert commentary regarding all that our wonderful city of Santa Fe has to offer,” stated Gregg Antonsen, Senior Vice President with Sotheby’s International Realty, Inc. “Your radio show has raised the bar for in-depth discussions about our city and environs, plus awareness has been raised not only about all things real estate, but also about a large variety of lifestyle opportunities that are available in Santa Fe,” continued Antonsen. “Thanks to you and your wide array of interesting guests, so many more people have become familiar with all our city has to offer. Best wishes for many more years of continued success on the air.”

Over the years, ATRE has been supported by a number of New Mexico and national companies, as well as local non-profits and event organizations, who regularly contribute commentary to the radio show and content to the blog. Among the new supporters who have joined ATRE are the Christus St. Vincent Regional Medical Center and the St. Vincent Hospital Foundation, whose representatives offer useful information on health care issues that residents and new home buyers are seeking.

In addition, this year the Santa Fe Association of Realtors (SFAR) launched its own radio broadcast during the second hour of the ATRE show, airing

on the first Sunday of each month. "The Santa Fe Association of Realtors has opened a new door to communicating with our members and home buyers and sellers, by airing its own radio show," stated Gary Bobolsky, President of SFAR. "We are proud that this program airs right after the well-regarded ATRE show. Together we offer a considerable amount of real estate information to people who wish to call Santa Fe their home."

SFAR is joined by the other major real estate organization in the community---the Santa Fe Area Home Builders Association (SFAHBA)---as another ATRE show topic contributor. "Rey Post and the ATRE show have helped foster the strong link between the Santa Fe real estate community and the home building industry from the very beginning the show launched seven years ago," stated Kim Shanahan, Executive Officer of SFAHBA. "Rey's outreach and inclusion of non-real estate professionals has broadened the scope of ARTE's programming, providing a great service to the community. Our organization is proud to have been associated with the show from the very beginning."

Under its "Unique Destinations" series, the ATRE show often airs from Santa Fe businesses, non-profit locations, and highly attended and well-known public events, including the SFAHBA's "Home Show" and "Parade of Homes" tour, as well as the Santa Fe Concorso rare car gathering staged at The Club at Las Campanas, near downtown Santa Fe.

ATRE has been nominated for a Santa Fe Chamber of Commerce "Business Excellence Award," profiled in a number of media stories and featured in the corporate newsletter of Sotheby's International Realty[®], which has a network of more than 17,000 sales associates working in more than 800 offices located in 61 countries and territories worldwide.

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For additional information:

Rey Post: [505/989-8900](tel:5059898900) (Cell); rey.post@sothebyshomes.com

Scott Hutton: [505/471-1067](tel:5054711067) (Work); scott@santafe.com

What Others Are Saying About ATRE

"What a privilege it has been for Santa Fe Title to be associated with the ATRE radio show since its inception! I was blessed to be their first guest! Ever since that first show, ATRE radio has been filling the air waves with beneficial information, useful counsel and valuable teaching to fuel the success of the real estate industry in Santa Fe and the nation. Congratulations on your tremendous contribution, Rey, and we wish you may years of future success!"

Steve Riemann, President, Santa Fe Title Company

“As a supporter and participant of the All Things Real Estate program, I am honored to be part of a team of top real estate professionals that impart their knowledge on a weekly basis to the local community, as well as the listeners worldwide. Rey Post has assembled the best of Santa Fe who---armed with the knowledge of years of experience---cover a wide variety of topics that are integral to the real estate process.”

Ron Blessey, Licensed Mortgage Professional, Homeowners Financial Group

“It has been a pleasure and a privilege to participate in the ATRE radio show! Early on I discovered a welcome affinity between Rey Post’s vision for the Santa Fe real estate community and the mission of Fix My Roof LLC. That synergy centers on the belief that we have a responsibility to educate and inform our community regarding best practices in ‘all things real estate’. I look forward to connecting with other likeminded professionals that Rey attracts to his ATRE radio show.”

Justin Kibbe, Vice President, Fix My Roof LLC

“Rey is a fount of knowledge about ‘all things real estate’. His program is a wonderful resource for useful information about real estate trends, opportunities and potential pitfalls. His commitment to networking with experts throughout the industry to provide valuable content every week is unparalleled. Reside Home is proud to be a part of the ATRE program lineup as second hour hosts, and we look forward to many more Sundays with Rey and his faithful listeners!”

Kendra Henning, Jeff Fenton & Chris Martinez, Owners of Reside Home furnishings & interior design

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 U.S. companies doing business in Eastern Europe. Additional background information: <http://www.atreradio.com/news.php>.

