

News Release



NATIONAL ASSOCIATION OF REALTORS®
The Voice For Real Estate®

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NAR's *Real Estate Today* Adds KMOX 1120 AM in St. Louis

WASHINGTON (October 27, 2009) – Real Estate Today, the weekly radio show on all things real estate, has added its 40th affiliate – CBS Radio's KMOX in St. Louis. Since the show launched in January, Real Estate Today continues to attract new stations and listeners as consumers seek out reliable real estate information during these challenging economic times.

Presented by the National Association of Realtors®, Real Estate Today airs on KMOX 1120 AM on Sundays from 1-2 p.m. CT, with a new one-hour program airing each week. Hosted by award-winning radio broadcaster Gil Gross, the show offers a fast-paced format including provocative experts, listener call-ins, and field reports.

“Whether they're buying or selling real estate, or just interested in maintaining the value of their current home, consumers need straightforward, timely information they can trust in today's market,” said NAR President Charles McMillan. “As the first, best source for real estate information, NAR knows that all real estate is local, which is why we are partnering with KMOX in St. Louis. After bringing America home for over 100 years, Realtors® are now bringing home to America over the airwaves.”

Real Estate Today covers the spectrum of benefits and challenges of homeownership, offering listeners a go-to spot for information about their home, from expert advice on buying and selling to remodeling and landscaping to the state of the current market and home financing issues.

“Real Estate Today connects KMOX listeners with reliable and accurate information about the biggest investment many will make in their lives – a home,” says Steve Moore, VP of News/Talk for CBS Radio and Operations Director of KMOX. “At this time in our economy, we feel our listeners want critical information concerning all aspects of the housing market. Gil Gross and Real Estate Today help us fill this void.”

Real Estate Today is produced and distributed by Media Syndication Services.

The National Association of Realtors®, “The Voice for Real Estate,” is America's largest trade association, representing 1.2 million members involved in all aspects of the residential and commercial real estate industries.

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