

For Immediate Release:

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FIRST TEAM'S BRUCE CLARK AWARDED REALTOR.COM 'REAL ESTATE ONLINE MARKETING AWARD OF EXCELLENCE' FOR 2008

Woodland Hills, California, January 24, 2008-- Nationally renowned real estate marketing and technology speaker and REALTOR.com® Vice President, Max Pigman, has presented to Irvine-based Realtor **Bruce Clark of First Team Real Estate** the prestigious "Real Estate Online Marketing Award of Excellence." The Award of Excellence recognizes a very select group of top real estate agents who consistently provide outstanding marketing services on behalf of their buyers and sellers.

Maximizing marketing exposure for a seller is critical in today's market: the combination of the Bruce Clark Teams outstanding marketing system, First Teams Highly-Touted Buyer Delivery System, and premium REALTOR.com® marketing services such as Showcase Listing Enhancements and Featured Homes, are just a few of the many ways The Bruce Clark Team is leveraging recent trends in home buyer online behavior to his clients' benefit.

"There are but a select number of real estate agents who distinguish themselves from other agents by doing more for their sellers and buyers – and Bruce Clark is one of them. In particular, when the Bruce Clark Team lists a home, they market it on well trafficked sites such as the #1 ranked real estate site REALTOR.com®, plus other high-trafficked Internet sites including Trulia.com, Zillow.com, Yahoo! Real Estate, MSN.com and many others. Even simple efforts like having more photos displayed, crafting better property and area descriptions, or adding a full motion video, can make a home stand out from competing properties," says Max Pigman, Vice President of REALTOR.com® - and Bruce goes the extra step in marketing his properties.

The marketing excellence award was presented to Bruce at a recent real estate marketing and technology seminar that demonstrated cutting edge techniques for leveraging the Internet and technology in real estate marketing. It must also be noted that **Bruce Clark is the only Orange County Realtor that has received this prestigious award in 2008.**

Bruce says, "My clients appreciate how I 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 believe it is a disservice not to make an aggressive Internet marketing part of the standard home marketing plan."

"The extra steps agents like Bruce Clark 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.

To find out more about the Bruce Clark Team's award-winning marketing system, contact Bruce at 949-285-1207 or via email at bruce@bruceclarkhomes.com.

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