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Posner Advertising's Innovative Online Scheduling System Wins

Gold Award at NAHB's "The Nationals"

Real estate marketing firm's 2nd significant technology honor in recent months

NEW YORK, NY (February 27, 2006) – Leading real estate marketing firm Posner Advertising has won the prestigious Gold Award at “**The Nationals**,” the National Association of Home Builders’ (NAHB) sales and marketing honors, for the online marketing strategy it developed for Asbury Park’s first oceanfront condominiums. Given in the **Best Direct Mail – Electronic** category, the win is shared with developer Paramount Homes, Inc., Jackson, New Jersey. In addition, Posner – the only East Coast agency to win a Gold award – received a regional NAHB honor for a color advertisement of the community.

Taking place in a city that is just realizing an economic revitalization, North Beach Asbury Park is one of the Jersey Shore’s greatest condominium marketing successes. Working with Paramount, Posner developed a proprietary online communications strategy to pre-qualify and schedule appointments with registered VIP buyers. While online, prospects can review floor plans, pricing, and available buildings, select desired home units, and set an appointment date. Since it opened for sales on June 1, 80% of North Beach Asbury Park’s available homes were sold at prices from \$450,000 to \$1.2 million.

“I’m very pleased that our real estate industry peers recognize the innovations of the online scheduling strategy,” said Bob Posner, principal and head of the agency’s Real Estate Group. “While award wins are nice, what really matters is that we’ve made several significant strides with technology that have a direct, immediate impact on our client’s sales success.”

Within a week after making the online scheduling tool available for potential North Beach buyers, an entire first month of 219 appointments was booked. Virtually each was made online, with few phone calls, limited advertisements, no additional media purchases or direct mail, along with significant savings in labor and administrative costs for the client. Paramount Homes has adapted the VIP buyer online scheduling program as an integral communications strategy for its new active-adult community, Paramount Escapes Ocean Breeze in Barnegat/Stafford, NJ, near Atlantic City.

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In September, Posner Advertising won a finalist award in leading Internet ad buying portal MediaPost's **2005 Creative Media Awards** competition in the **Online Media-Search** category. Its website development of a groundbreaking, search engine-friendly Flash 7 design for longtime client **AvalonBay Communities, Inc.'s** Manhattan luxury rental community **Avalon Chrystie Place** (www.avalonchrystieplace.com) was indexed on all major search engines, especially Google, Yahoo and AskJeeves, within 45 minutes of the site's launch. The Avalon Chrystie Place website played a significant role in transactions, and the building is now nearly 100% leased.

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About Posner Advertising. Established in 1959, Posner Advertising is a full-service advertising agency with specialized expertise in real estate marketing, employee communications, healthcare, consumer and business-to-business advertising. Its team of 80 talented professionals, working on both coasts, develops solutions that use both traditional and interactive marketing techniques to generate ever-increasing sales. For more information, see www.posneradv.com.

Photo Caption: Posner Advertising and Paramount Homes share a Gold Award trophy for "Best Direct Mail – Electronic" at "The Nationals," the National Association of Home Builder's highest honors for real estate marketing professionals, held in Orlando, Florida, January 11, 2006. From left to right: Alexis Cavella, sales and marketing assistant, Paramount Homes; Carolyn Villani, vice president of sales and marketing, Paramount Homes; Bob Posner, principal, Posner Advertising; and Jeffrey Fernbach, president, Paramount Homes (photo credit: NAHB).