

FOR IMMEDIATE RELEASE

Contact: Spencer Castillo  
Murphy O'Brien  
(310) 586-7111

## **ResortAuthority.com Offers Lifeline to Struggling Resort Real Estate Industry**

*Internet-based network connects REALTORS® with developers  
and establishes innovative tool for selling real estate in the current market*

**Arvada, Colorado, May 4, 2009** – ResortAuthority.com today announced the launch of its website, offering an Internet-based network of real estate professionals dedicated to helping second-home/resort developers market their developments. Todd Zurcher and James Churches, principals of Organic Marketing Innovations Group, LLC (OMI Group), and founders of ResortAuthority.com first introduced the concept at the National Association of REALTORS® Symposium for Resort and Second Home Property Specialists, and it has been well-received by both REALTORS® and resorts.

“We’ve been on the developer side of the equation for 15 years, and understand how difficult it can be for resorts to tap into the REALTOR® community in the states where their potential buyers are living,” said Zurcher. “We’ve created an easy way for both sides to gain business they couldn’t achieve through any other means.”

ResortAuthority.com has established a referral network of Real Estate Professionals from around the world designed to vastly increase the market reach of participating resorts. The network allows developers to tap into the REALTORS® in their key feeder markets and gives REALTORS® a portfolio of resort developments to sell. REALTORS® will be eligible for lucrative referral fees available to them from the resort developers who are subscribers of ResortAuthority.com’s collection.

"Broker referrals are one of our key marketing programs in the US, Canada and Mexico. When presented with the opportunity to get involved with ResortAuthority.com we moved forward quickly," said Ralph Destito, Senior Vice President/Chief Marketing Officer for Club Acquisition Company, currently developing Estrella del Mar, in Mazatlan, Mexico, and El Dorado Ranch, in San Felipe, Baja, Mexico. "It's a sound way to expand our distribution pipeline on a cost effective basis. It is exactly the type of program we were looking for to expand our marketing reach."

ResortAuthority.com consists of a handpicked collection of luxury resorts. The REALTOR® members of the network introduce their clients to the collection through new media and traditional marketing channels. The potential buyers visit ResortAuthority.com based on the recommendation of a trusted professional. If they go on to purchase a home at a participating resort, the REALTOR® who referred them receives a referral fee directly from the resort.

“It’s a wonderful way for people interested in resort living to simplify their search,” Churches said. “We’ve already done the hard work of identifying some of the best resorts that are out there. There’s an added level of comfort knowing the recommendation came from a trusted source—your personal real estate agent.”

The REALTOR® community is also bullish about the potential of ResortAuthority.com.

"I loved the idea of ResortAuthority.com the minute I heard about it. As a REALTOR® who lives in a resort area, I understand the tremendous income potential of making and receiving referrals to our resort properties. To expand this potential worldwide through a strategic network on a social media platform is just brilliant. I can't think of a single reason why every REALTOR® out there wouldn't immediately join ResortAuthority.com," said John Busch, CRB, CRS, RSPS, a REALTOR® who lives in Steamboat Springs, Colo.

Brett C. Brown, Broker Associate for Downing-Frye Realty, Inc of Naples, Fla., and current President of Naples Area Board of REALTORS®, sees the new network as the perfect way for REALTORS® to expand their market presence.

"ResortAuthority.com is the right tool at the right time. REALTORS® are always looking for exciting, positive things to share with their clients. Becoming a member of a strategic network like this is a great message to send and a terrific way to expand your market presence globally. I believe those REALTORS® who become members of ResortAuthority.com will do very well in expanding their resort referral business into geographic areas they never thought possible until now.”

# # #