



# ThingsAreReallyMovingHere.com

*Mobile*  
AREA ASSOCIATION OF  
REALTORS®

GULF COAST  
**MLS**<sup>™</sup>  
MULTIPLE LISTING SERVICE

**FOR IMMEDIATE RELEASE**

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## **Real Estate is Moving in Mobile**

**Mobile Area Association of Realtors and Gulf Coast Multiple Listing Service  
Launch Marketing Campaign to Educate Consumers on Strength of Local Market**

**August 12, 2009 (MOBILE, AL)** – Mobile Area Association of Realtors in conjunction with Gulf Coast Multiple Listing Service launches “Things Are Really Moving Here,” a local initiative created to generate heightened awareness of the strength of the Mobile, AL real estate market.

“Here in Mobile, the real estate market remains strong. As consumers are exposed to the local market facts and further explanation of the truth behind the numbers, the sense of confidence will increase, which will in turn spur residential real estate sales,” said Randy Delchamps MAAR Board President.

This campaign will encourage potential homebuyers and sellers to visit [ThingsAreReallyMovingHere.com](http://ThingsAreReallyMovingHere.com) to learn more about buying and selling a home in the Mobile area. The website features buying and selling tips from the National Association of Realtors, monthly real estate reports compiled by the University of South Alabama Mitchell College of Business Center for Real Estate Studies, an opportunity to hear what community leaders are saying about the economy and real estate in the area and a chance to register to win a gift certificate from Lowe’s. The campaign will feature radio, billboards, newspaper and on-line advertising.

The Association has also partnered with the City of Mobile, Mobile County, Mobile and Saraland Chambers of Commerce, Mobile Bay Convention & Visitors Bureau, USA Center for Real Estate Studies, Home Builders Association of Metro Mobile and Alabama General Contractors to help spread the word.

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