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FOR IMMEDIATE RELEASE

Evolution of an Industry: Forecasting the Metro Phoenix Real Estate Market with a Cause

January 4, 2010 (Phoenix, Arizona) – Despite a turbulent economy and challenging real estate market, over 400 members of the local Metro Phoenix real estate and finance community attended the *Metro Phoenix 2010 Land and Housing Forecast*, hosted by the Land Advisors Organization, in support of Operation Homefront.

Operation Homefront provides emergency and morale assistance for our troops, the families they leave behind and for wounded warriors when they return home. A nonprofit 501(c)(3), Operation Homefront leads more than 4,500 volunteers in 30 chapters nationwide and has met more than 105,000 needs of military families.

The event, aptly named, “Evolution of an Industry: 2010 and Beyond” brought together experts from the homebuilding, brokerage, financial and research industries to share their most up-to-date data, analysis and industry insight, providing the audience a framework to better understand Metro Phoenix’s housing and land conditions affecting real estate development now and where it is headed as the industry anticipates recovery through future real estate cycles. Expert presenters included Charles Schwartz, Principal, Avanti Properties Group, Greg Vogel, CEO, Land Advisors Organization, Jim Belfiore, President, Belfiore Real Estate Consulting, and Mike Orr, Principal, The Cromford Report.

Featuring a special video presentation by former U.S. Vice President, Dan Quayle, key supporter of Operation Homefront, net proceeds from event raised over \$20,000 in support of those men and women in the military. Event sponsors included Avanti Properties Group, Thomas Title & Escrow, Entrust Arizona, Integral Property Tax Services, Face to Face Live, Inc., Harvard Investments, Mortenson Construction, Peterson Architecture & Associates, Inc., Simply Scann and The Wall Street Journal.

“I am very proud that Land Advisors Organization and our local real estate community have been able to continue our efforts toward another successful charity event, this event specifically in support of Operation Homefront. The importance of charitable giving is heightened during these uncertain times, and we remain committed to supporting this organization and their causes,” said Greg Vogel, CEO, Land Advisors Organization. “The continued support of our community is very much appreciated and we look forward to doing many more events together in the future.”

For more information about Operation Homefront, please visit www.operationhomefront.net.
For more information about Land Advisors Organization, visit www.landadvisors.com.

The Land Advisors Organization specializes in innovative land brokerage through deep market insight and unparalleled client relationships. With an exclusive focus on land, the Land Advisors Organization integrates comprehensive information, cutting-edge mapping technology and geographically specialized professionals to help our clients identify and capitalize on valuable opportunities in all kinds of economic environments.

The Land Advisors Organization employs a true collaborative brokerage model with offices located throughout Arizona, California, Colorado, Florida, Nevada and Texas.

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