

Press Contact:

Mary Lou Janson
813.361.1061
mary_lou_j@hotmail.com

Fort Myers Downtown Franchise Joins Fast-Growing Network of Engel & Voelkers Florida Real Estate Shops

FORT MYERS, FL (June 25, 2007) – Gregg Fous, a Fort Myers Realtor® who has successfully combined his knowledge of real estate with internet marketing expertise, has agreed to become the newest franchisee in the fast-growing network of Engel & Voelkers Florida real estate shops.

Fous, whose real estate career began in 1982, is a broker/owner with Market America Realty and Investments LLC and president/CEO of Market America Development, LLC. Fous first focused on the South Florida market when he moved to the Fort Myers area from Ohio in 1992. In 2002, he developed an internet marketing strategy that successfully promoted new condominium developments marketed at pre-construction prices. Based on the success of that venture, Fous launched Market America Development Inc. The downtown Fort Myers resident also offers updates on local market trends to thousands of subscribers of a weekly real estate “opt in” newsletter that he writes.

During a previous career in medical plastics, which required extensive travel throughout Europe, Latin American and the Far East, Fous gained an appreciation for the international scope of the residential and commercial real estate business.

“I had been interested in expanding my international reach and identified Engel & Voelkers Florida as the best vehicle to give both sellers and buyers global exposure,” said Fous. “Twenty percent of all second homes in Florida are sold to foreigners. While I can not guarantee the global exposure available through Engel & Voelkers Florida will bring those buyers to my customers, I can guarantee that you certainly won’t successfully reach them without the international exposure companies like Engel & Voelkers bring.

“Our downtown location will be instrumental in representing the many condo owners (soon to be over 3,200) who have purchased the new high rises sprouting up along the river here. Sellers need a global approach to selling their investments,” added Fous.

The location of the downtown Fort Myers, boutique-style Engel & Voelkers-branded shop, which will specialize in the sale of upscale residential properties ranging from exclusive waterfront homes to luxury oceanfront condominiums, will be announced later this year.

“We believe that being located in the heart of the action is critical to giving the exposure our clients seek. Our property store will look more like a high end specialty store than a traditional realtor’s office. Forty percent of the properties we present will be international. My wife, Gail, and I in fact will spend two weeks in Europe this summer ‘building bridges’ to referring brokers.”

“We are extremely pleased to welcome Gregg Fous to the Engel & Voelkers Florida statewide network of franchisees. He is an extremely experienced and well established Realtor® who is the perfect partner to oversee properties in this key Florida market,” said Timo Khammash, managing partner of Engel & Voelkers Florida, the statewide franchise operation which is based in Naples, FL. “The on-going response to and requests for Engel & Voelkers Florida franchises throughout the state reinforces the need and desire for the quality of service and depth of listings that will be available exclusively through these franchises. Engel & Voelkers offers access to worldwide contacts, enabling our real estate shops to better serve both buyers and sellers.”

Engel & Voelkers Florida represents a highly respected and long-established real estate company that specializes in upscale properties worldwide. In addition to the new shop serving downtown Fort Myers and surrounding areas, additional franchise agreements and real estate shop openings are already confirmed or planned for Tampa, Sarasota, Fort Lauderdale, Naples, Bonita, Celebration, Miami, Coral Gables and more.

Engel & Völkers, a longtime global leader in fine international estates, has recently expanded its global reach to the United States. The Florida headquarters is part of the Engel & Völkers Group’s growing portfolio of global locations that includes South Hampton, England, Ireland, Italy, Chile, Spain, Switzerland, South Africa and other locations. The Hamburg, Germany-based Engel & Völkers Group represents a worldwide brand with hundreds of real estate offices in 26 countries and five continents. A new Engel & Völkers Group property shop opens somewhere in the world every 100 hours.

For information about franchise opportunities, contact Khammash at (941) 544-2829 or go to www.engelvoelkers.com/florida.

The Engel & Völkers Group

The Engel & Völkers Group was established more than 20 years ago in the western suburbs of Hamburg, Germany as a purely residential estate agency. Today the Engel & Völkers Group has achieved a leading position in the European market and a prominent position in the global luxury real estate market.

Engel & Völkers provides real estate brokerage services for both buyers and sellers, focusing on upscale residential and commercial properties in top locations worldwide. Its proprietary buyer and seller system offers advanced technology that connects property shops throughout the world. Extensive training and support is provided for all franchises.

Engel & Völkers Group also publishes its own lifestyle and real estate magazine, known as Grund Genug in Europe and GG in English-speaking countries. It focuses on luxury living, exclusive destinations and famous artists, designers and business leaders plus features magnificent Engel & Völkers properties from around the world.

Engel & Voelkers Florida serves as the master franchise headquarters for Florida, providing statewide support to franchisees to ensure they have all of the necessary tools and services they require to develop, manage and grow successful real estate agencies within a clearly defined sub-market.

MEDIA CONTACT for interviews, information or images:

Mary Lou Janson, mary_lou_j@hotmail.com, 813-361-1061 or 813-251-5737 (www.maryloujanson.com).