



FOR IMMEDIATE RELEASE
February, 2005

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CORFAC International's Winter Conference Focuses On Marketing, Communications and Public Relations

Ft. Lauderdale, FL – As a member of CORFAC International, Sansone Group/CORFAC International of St. Louis, Missouri, recognizes the importance of marketing in today's highly competitive commercial real estate industry.

Recently, members from Sansone Group office and industrial brokerage team, attended CORFAC International's Winter Conference which brought together an extraordinary group of marketing professionals to conduct seminars on leading edge marketing strategies and tools.

Held earlier this month at The Riverside Hotel in Ft. Lauderdale, Florida, the conference was attended by nearly 200 professionals including several from Sansone Group. Sansone Group/CORFAC International is the organization's representative serving commercial real estate requirements in the St. Louis market.

Mike Carlson, Director of Office Services for Sansone Group commented, "In today's commercial real estate world, to close a real estate transaction and to attract prospective buyers or tenants to your property takes more than putting your sign on a property. It takes the right marketing and publicity strategies to be able to accomplish your client's objectives. CORFAC International has always been committed to providing the tools necessary to help its partner firms maintain a competitive edge in their local marketplace. The CORFAC alliance offers firms like ours quality resources like the annual conference to educate, train and supply leading edge information to ensure we can consistently serve our clients efficiently in changing economic, business and real estate conditions. "

In addition to its focus on communications, this year's winter conference offered CORFAC International partner firms several seminars, presentations and workshops on a wide range of topics including today's technology issues, new business strategies, gadget roundtable and best practices, among others. CORFAC partners were also afforded networking opportunities in order to build upon the alliances' aggressive role in supporting referrals.

At the CORFAC International conference the organization announced its 2004 transaction statistics, which encompassed 13,410 deals totaling more than 400 million square feet and \$8.7 billion in volume.

Founded in 1989 and headquartered in Arlington, Virginia, CORFAC is comprised of professionals proficient in a wide variety of services, including brokerage, investments, property management, development and support expertise. Partner firms of CORFAC are selected based on their professional integrity, industry leadership and high standards of quality, client service and market knowledge and performance. CORFAC boasts one of the highest percentages of brokers with designations in professional associations, including the Society of Industrial and Office Realtors (SIOR), Certified Commercial Investment Members (CCIM), Counselors of Real Estate (CRE), the Institute of Real Estate Management (IREM) and Certified Property Managers (CPM) of any national organization or firm.

For more information on Sansone Group/CORFAC International, please visit www.sansone-group.com or www.corfac.com.