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FOR IMMEDIATE RELEASE
New Jersey Real Estate:

**CIRCLE OF AWARD-WINNING SALES ASSOCIATES
SAY “PROPER PRICING” IS KEY TO SELLING A HOME**

Diane Turton selected by NJAWBO as one of 30 most successful women entrepreneurs

POINT PLEASANT BEACH, NEW JERSEY (February 2, 2008) – Accurately pricing a home based on current market conditions is the often key factor between a rapidly selling a house and slowly finding a buyer, according to leading real estate sales associates in Monmouth and Ocean Counties, New Jersey.

The home selling advice comes from Diane Turton, Realtors’ 32 sale associates who earned the coveted New Jersey Association of Realtors’ (NJAR) Circle of Excellence Sales Awards for 2007. Gold Award recipient Michael Milano, who is based in the firm’s Brick office, reports that properly pricing his clients’ home is the number one reason why he and his team sold 39 homes valued at over \$ ___ million last year. Diane Turton, Realtors, which has been serving the Jersey Shore for over 20 years, also had nine Circle of Excellence winners whose work merited the Silver Award and 22 agents whose efforts earned them the Bronze Award.

“Our Circle of Excellence honorees are the Best of the Best,” said Diane Turton, the firm’s founder, owner and broker of record. “They are sales associates who are dedicated to their profession, totally service oriented and superb marketers of homes which includes knowledge of pricing strategies.”

NJAR’s Circle of Excellence Awards is divided into four categories: Platinum, Gold, Silver and Bronze. Sales associates qualify for awards based on their annual sales in dollars and number of units sold. Also, awards can be presented based solely on the number of units sold by a sales associate in one year.

In addition to Mr. Milano, who was presented Gold Award, Circle of Excellence recipients from Diane Turton, Realtors are:

Silver Award (at least \$7.5 million in annual sales and a minimum of 20 units sold or a total of 70 units sold in one year): Susan Anderson, Beach Haven office; Edward Vespi, Brick; Toulia N. Rosebrock, Lacey; David Turton and Tina McGowan, Point Pleasant; Melissa Raffay, Sea Girt; Erin Hunt and Barbara Furdyna, Spring Lake, and Colleen Lindsey-Silver, Toms River.

Bronze Award: (at least \$3 million in annual sales and a minimum of 15 units sold or a total of 30 units sold in one year): Joseph Johnson, Suzanne Van Schoick and William Wheeler, Bay Head office; Jessica Brinegar and Virginia Messec, Beach Haven; Rick Margin and Tracy A. Morano, Brick; and Tina Polhemus, Jackson; Patricia Thomas and Robert McLaughlin, Lacey; Jennie Bornhoeft and Rick Salzer, Middletown; Patrick Parker, Rosemarie C. Villanova and Ed Scullion, Ocean Grove; Diane Santos, Point Pleasant Beach; Ed Pasick and Linda Busichio, Point Pleasant; Amy S. Orlando, Rumson; Gail Kritch, Sea Girt; Denise Godfrey and Colette Gioia, Toms River.

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About Diane Turton, Realtors

Founded in 1986, Diane Turton, Realtors is a full-service real estate company serving Monmouth and

Ocean counties in New Jersey and Southeast Florida. The firm, which consistently ranks in the top of the markets it serves, is the number one ranked women-owned business in the Garden State for the past three years. The firm's website is www.dianeturton.com and its toll-free number is 1-877-DTURTON.