

**July 3, 2008**

**Marin Association of REALTORS® Reports Strong Sales of St. Joseph Statues**

The Marin Association of REALTORS® said today local sales of St. Joseph statues, which are often used by real estate agents as a way to help sell homes, are very strong.

According to MAR CEO Edward Segal, 25 of the statues were purchased by Marin REALTORS® within the last five weeks, making it one of the most popular items in the organization's inventory of more than 100 marketing-related products and materials that are available to real estate agents in the association's San Rafael store. The 4" statues are sold to REALTORS® for \$9.95 and the 8" statue sells for \$13.95.

The Marin Association of REALTORS® is believed to be the first local REALTOR® association in the country to sell the statues, which are supplied by StJosephStatue.com. The California Association of REALTORS® sells a similar statue from a different vendor on its online store.

Their Web site notes that, "In a changing market, REALTORS® can use all the help they can get to sell listings! Faith can move mountains and hopefully, these St. Joseph Statues can make sellers move faster by providing that little extra help."

According to a new national opinion poll, nearly one-third of American adults (63.2 million people) would consider asking their real estate agent to bury a four-inch statue of St. Joseph in the front yard to help sell their home in today's sluggish economy.

Of those 63.2 million people, 23.5 million would "absolutely want their agent" to use the symbolic figure to increase the likelihood of selling their property.

The kits sold by the Marin Association of REALTORS® include a free home listing at [www.StJosephStatue.com](http://www.StJosephStatue.com), where St. Joseph believers have listed for sale more than \$2.4 billion in real estate.

The tradition of burying St. Joseph in the earth began hundreds of years ago in Spain, when Sister Teresa of Avila needed land to build convents. She prayed to St. Joseph (the patron saint of the family and household needs) and buried a St. Joseph medal in the ground.

The medals evolved into statues, which thousands of home sellers and real estate agents across the country now use as they seek a little "divine intervention" when selling residential real estate.

“When you have a competitive real estate sales market, you need to differentiate your property in a way that consumers can easily understand,” said Kathy Mason, president of Mason Works, a business development marketing firm in Boulder, Colorado.

"We highly recommend that any serious real estate agent gain a positive, competitive edge by utilizing the beneficial effects of a St. Joseph Statue. The story of St. Joseph is uplifting, and a great boon to sellers who are worried about all the bad real estate forecasts. It is an excellent differentiator," Mason said.