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Urban Pace Expands: Announces New Research Department Signs Exclusive Agreement with City Influence

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Washington, DC. Urban Pace, a Washington, DC, real estate sales company, today announced that it has opened a new research department to provide in-depth analysis to real estate developers working in the urban marketplace. Sara Hines, an expert in real estate market research, joined the department in April to serve as chief analyst.

“We are extremely pleased to welcome Sara to our team,” said Lynn Hackney, President of Urban Pace. “Our new research department allows us to provide proprietary insight and advice to our developer clients.”

Ms. Hackney went on to explain that Urban Pace’s rich database of proprietary market information derives from its internal business processes and its sale of more than 10,000 homes in the urban Washington area. “From our inception, Urban Pace has mined our own data for trends and market intelligence not available from any other source,” Ms. Hackney stated.

As part of its strategy to provide unparalleled market research to its clients, Urban Pace also announced that it has signed an exclusive arrangement with City Influence, a DC-based real estate market research firm. The agreement will give Urban Pace sole access to the City Influence consumer database of over 50,000 residents of the DC area.

“With this new arrangement, Urban Pace can provide its clients with access to a truly unique research tool – the urban consumer most likely to buy the developer’s product,” said Kim Hoover, President of City Influence.

Urban Pace (www.urbanpace.com) was established in 2001 to provide specialized sales and marketing services to builders and developers of urban condominium and townhome projects.

City Influence (www.cityinfluence-dc.com) was established in 2006 to provide market research, analysis and marketing services to the real estate industry in the Washington, DC urban area.

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