



NATION'S TOP-SELLING REAL ESTATE GROUP INTRODUCES 90-DAY CERTAIN SALE PROGRAM

Newport Beach, California-based McMonigle Group Uses Innovative Marketing, Sales Tactics to Position Homes for Sale within 90 Days

NEWPORT BEACH, Calif. (March 10, 2009) – These days, it seems nothing is a “sure thing” – and that has certainly held true for the real estate market’s performance over the past year. But now, one thing is certain: for home sellers wanting to speed up the sales process, optimize their equity and sell their home within 90 days, the McMonigle Group 90-Day Certain Sale Program can deliver results.

Launched this month, the McMonigle Group 90-Day Certain Sale Program combines a strategic approach to pricing with the McMonigle Group’s proven-effective marketing tactics and harnesses the power of technology to drive buyer interest and offers on homes in real-time.

“The 90-Day Certain Sale Program is a breakthrough marketing and sales strategy that provides an innovative way to sell your home and maximize your equity in this challenging market,” said John McMonigle, founder and principal of the McMonigle Group. “At the McMonigle Group, we recognized the need to engineer a new way to sell real estate in the new economy, and that’s what the 90-Day Certain Sale Program represents.”

The 90-Day Certain Sale Program is designed to sell properties to value-seeking buyers within a 90-day time period, accounting for a 60-day marketing period and a 30-day escrow. To start the process, interested sellers meet with McMonigle Group representatives to analyze their property’s eligibility for the program and to determine a value-based listing price as well as a predetermined sales price.

If the property is approved for entry into the program, the listing will be featured on the 90-Day Certain Sale Program website, allowing potential buyers to access detailed information, photos and virtual tours of the property – as well as to bid to purchase the property online. In addition to being promoted on the McMonigle Group’s website and the 90-Day Certain Sale Program website, the property also will be heavily promoted via advertising, open houses, MLS listing, and Broker Preview events.

The McMonigle Group’s 90-Day Certain Sale Program currently features a selection of 17 properties, ranging in price from \$423,000 to \$8.3 million in areas stretching from South Orange County to Irvine to Newport Beach to Rancho Mirage, reflecting the broad appeal of the program’s strategy. Additional local properties – as well as homes in Hawaii and Las Vegas - will be added within the week.

In addition to benefiting home sellers, the McMonigle Group 90-Day Certain Sale Program benefits homebuyers seeking to purchase quality properties at realistic values.

“Home pricing within the 90-Day Certain Sale Program reflects the true market value of homes today,” said McMonigle. “By applying the McMonigle Group’s proven-accurate valuation formulas to price these properties, we can ensure we meet the goals of sellers and buyers, both of whom are looking to maximize their return-on-investment in this dynamic market.”

For more information on the McMonigle Group 90-Day Certain Sale Program, including detailed FAQs, please visit www.90daycertainsale.com.