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## **MOMENTUM MEDIA MARKETING LAUNCHES REAL ESTATE TODAY RADIO SHOW WEB SITE**

Vancouver, BC – Momentum Media Marketing, Inc, in conjunction with Media Syndication Services (MSS) of Washington DC, has launched the web site for *Real Estate Today* - the national radio show presented by the NATIONAL ASSOCIATION OF REALTORS®. [www.retradio.com](http://www.retradio.com) <<http://www.retradio.com>>

In addition to developing the online media brand and social media platform, Momentum also developed the trade marketing strategy and currently executes the industry ad campaign for the program.

“We specialize in transforming conventional media into multi-platform and online entertainment brands, and help them reach new audience and advertisers,” says Shawn Smith, President of Momentum. “*Real Estate Today* is a perfect case study. The NATIONAL ASSOCIATION OF REALTORS® is the nation’s largest professional association with 1.2 million members nationwide. It is an absolutely brilliant move to leverage their critical content, incredible reach, and unparalleled credibility and we’re thrilled that MSS invited us to be a part of it.”

“*Real Estate Today* is already closing in on its 20th affiliate in just a few weeks after our launch,” says Paul Woodhull, President of MSS. “This success is due in large measure to Momentum’s ability to make an immediate impact throughout the industry and among radio listeners with their marketing creative and strategic campaign execution.”

*Real Estate Today* is heard nationwide on terrestrial and satellite radio, and online all the time. The program is hosted by award-winning personality Gil Gross and features everything consumers need to know about buying or selling a home. It is critical content in tough times.

**Media Syndication Services** builds better media... from the ground up. They locate compelling talent and engaging content, and produce, package, and market it to the right niche audience through all appropriate media. [www.buildbettermedia.com](http://www.buildbettermedia.com) <<http://www.buildbettermedia.com>>

**Momentum Media Marketing, Inc.** is a full-service marketing agency. The company works with entertainment companies to help them reach the right audience and advertisers, and make more money. [www.momentummediamarketing.com](http://www.momentummediamarketing.com)