

Three Barry family members of Barry Estates achieve impressive rankings in several categories of Wall Street Journal's 'The Real Estate Top 200'

The rankings of "The Real Estate Top 200" (based on actual sales prices, not listing prices) agents and teams in the United States for calendar year 2007 was published in The Wall Street Journal's Nov. 8-9th edition.

Three of the Barrys of Barry Estates, located in Rancho Santa Fe, are ranked high on the list.

In the category of "The Top 50 Agents by Sales Volume," Laura Barry ranked # 17 with a sales' volume of \$145,289,407. In the category of "The Top 50 Teams by Sales Volume," Catherine & Jason Barry ranked #18 with a sales' volume of \$174,391,468. In the category of "The Top 50 Agents," Laura was the only agent in San Diego County ranked on the list. In the category of "The Top 50 Teams" only one other team in San Diego County is ranked on the list, but lower than Catherine & Jason. According to the Journal, the annual list was compiled by Denver-based Real Trends, along with Lore Magazine and The Wall Street Journal.

Obviously, not only do the Barrys deserve accolades for such a success story, but what is even more amazing is that these three people are members of the same family.

— Advertising submission



Laura, Catherine and Jason Barry

Leaders from Willis Allen Real Estate Lend their Expertise at Two National Real Estate Conferences

Willis Allen Real Estate's management team recently spoke at two different national real estate conventions. Bud Clark, Executive Vice President and Managing Broker, was a featured speaker at the Leading Real Estate Companies of the World Fall Workshop held in San Diego, Oct. 23-24. Peyton Cabano, marketing director, was a panelist at the Who's Who in Luxury Real Estate Convention hosted in Philadelphia, Pa., Oct. 11-14.

Clark's session at the "Luxury Properties" forum of Leading Real Estate Companies of the World Fall Workshop addressed Realtor retention and recruitment, but most significantly focused on implementing online strategies to optimize Internet lead generation. Clark notes that Willis Allen Real Estate has more than 200 agents throughout San Diego County and that the most efficient Internet connectivity is not only essential, but also expected in today's real estate marketplace. "The universal reach of the Internet, together with its unimaginable technological breakthroughs mean every corner of the world is truly accessible 24/7...and Willis Allen is there," says Clark.

Cabano was a guest speaker at the Who's Who in Luxury Real Estate conference held in Philadelphia. Cabano spoke as part of a panel discussing "Best Marketing Ideas from some of the Best." As examples of strategies Willis Allen Real Estate's marketing department implements to differentiate itself from other real estate companies, Cabano discussed Willis Allen's innovative marketing partnership with the Arbor Day Foundation, the success of Collection, the company's proprietary monthly magazine, and the reciprocal marketing agreements with its international affiliates.

Clark additionally notes, "Unlike many other real estate companies, Willis Allen Real Estate was founded right here in San Diego County 94 years ago, and we've remained a fiercely independent brokerage ever since. But that is not to say that we operate on a small scale. Quite the opposite, Willis Allen Real Estate has international influence because of our memberships to groups like Who's Who in Luxury Real Estate and Leading Real Estate Companies of the World."

Willis Allen Real Estate is an independent, family-owned real estate firm that has been buying and selling homes in the San Diego area since 1914. The company has more than 200 agents in eight of the city's most sought-after neighborhoods, including: La Jolla, Coronado, Del Mar, Rancho Santa Fe, Point Loma, Santaluz, Downtown and Fallbrook. Willis Allen Real Estate's average sales price exceeds one million dollars, while the average Willis Allen agent boasts an \$8 million per year sales volume. Willis Allen Real Estate prides itself on its ability to generate results for its clients, while maintaining the highest standards of professionalism and integrity. For more information on Willis Allen Real Estate visit www.willisallen.com.